

DEPARTMENT OF PUBLIC RELATIONS

Faculty of Social Sciences

M.A. MASS COMMUNICATION AND PUBLIC RELATIONS – I Yr

COURSE -1: THEORY AND PRINCIPLES OF COMMUNICATION,

JOURNALISM AND PUBLIC RELATIONS

BLOCK: I – INTRODUCTION TO COMMUNICATION

UNIT- 1 – NATURE AND CONCEPT OF COMMUNICATION

What is Communication? – Definitions – Nature - Concept of Communication – Importance - Basic Elements – Functions - Types of Communication: Intrapersonal, Inter - Personal, Group, Mass Communication and Interactive Communication - Need for Communication in relation to India - Scope of Communication - 7 Cs – Communication – Communication for Physically Challenged: Deaf & Dumb

UNIT -2 – BARRIERS TO COMMUNICATION

Effective Communication - Barriers to Communication – Noise Barrier - Interpersonal Barrier - Physical Barrier - Distance Barrier - Steps to remove Barriers - Guidelines for Effective Communication – Listening - Importance of Listening - Listening Skills

UNIT -3 – HISTORY OF COMMUNICATION IN INDIA

Communication Methods in Ancient India - Medieval India and Modern India - Cave Paintings - Rock Pillars - Writing on Palm Leaves - Oral Communication - Traditional Media of Communication - Drum Beating

BLOCK: II - MODELS OF COMMUNICATION

UNIT -4 – WESTERN MODELS OF COMMUNICATION

Western Models of Communication: Shannon and Weaver Model, Laswell’s Model of Communication, Osgood and Schramm Model, De fluer’s Model, SMCR – Model, Gate Keeping Model.

UNIT -5 – INDIAN FORMS OF COMMUNICATION

Indian Communication Theories: Bharta’s Natyasastra, ‘Sadharinikaran’- theory of Communication (Sharing of knowledge or oneness), Buddhist Theory of Communication (Upaya Kaushalya – skills in Means, Parables), Medieval India: Drum beating Communication - Gandhian Theory of Communication (Inter - personal and Traditional Folk Form).

UNIT -6 – COMMUNICATION SKILLS

Skills Oriented Profession - Communication Skills: Writing, Reading, Speaking and Listening - Written Communication – Reading: Reading skills, Reading Process, Reading for Writing – Speaking: The Importance of Public Speaking, Understanding the Audience,

Communicating Effectively, Presentation Skills, Listening: Factors affecting Efficient Listening, Listening Skills, Non- Verbal Communication Skills in Body Language

BLOCK: III – INTRODUCTION TO JOURNALISM

UNIT – 7 – NATURE AND CONCEPT OF JOURNALISM

Definition– Functions – Role and Scope of Journalism in the Indian Context – Democracy, Secularism and Development

UNIT – 8 – PRINCIPLES OF JOURNALISM

Journalism as Information & Communication – Objectivity and its Discontents, Truthfulness, Humanness, Social Responsibility, Social Good – Comment is free, Facts are Sacred

UNIT – 9 – PRESS AS FOURTH ESTATE

Concept of Fourth Estate in Democracy – Watchdog role – Freedom of the Press and Pressures – Agenda Setting function of Newspapers – Advocacy Role of Media

UNIT – 10 – PRACTICE OF JOURNALISM

Print Journalism – Broadcast Journalism – Cyber Journalism – Investigative Journalism – Development Journalism – Photo Journalism – Globalization and Global Journalism

BLOCK: IV – HISTORY OF THE PRESS

UNIT – 11 – THE PRESS IN PRE INDEPENDENT INDIA

Press in East India Company Rule – First Newspaper in India: James Augustus Hicky, James Silk Bachingham, Raja Rammohan Roy – Press in Social Reforms – Robert Knight, Their Contribution to the growth of Indian Press – The Sepoy Mutiny - First War of Indian Independence – Rigid Press Laws under British Rule – Role of the Press – Establishment Major Newspapers: Times of India, The Statesman, The Hindu – Freedom Struggle – Role of the Press: Bal Gangadhar Tilak, Annie besant and Mahatma Gandhi as Journalists.

UNIT – 12 – THE PRESS IN PRE EMERGENCY, POST EMERGENCY AND AFTER ECONOMIC LIBERALIZATION

Media scene in India – Growth of Daily, Periodical and Language Press – First and Second Press Commissions – Impact on the Indian Press.

UNIT – 13 – TRENDS IN JOURNALISM

Cross Media Ownership – Paid News – Changing Role of Editor – Commodification, Sensationalization and Corporatization of Journalism – Literacy Growth link to Readership Growth/Surveys – Technology and Journalism

BLOCK: V - INTRODUCTION TO PUBLIC RELATIONS

UNIT-14 - NATURE AND CONCEPT OF PUBLIC RELATIONS

Public Relations – Definitions - Key elements - Nature and Scope of Public Relations in relation to democratic country - Public Relations as distinct from Propaganda – Publicity - Public Affairs - Lobbying and Advertising - Functions of Public Relations – Dissemination of Public Information - Interpreting management to the public and from public to the management

UNIT-15 – PRINCIPLES OF PUBLIC RELATIONS

Concept of Organization – Publics - Corporate Mission - Two way Communication process - Public Interest – Truth - Good Cause and Good Deeds - Multifunctional discipline - Multi-Media Approach - Change Agent - Sustained Effort - Mutual understanding

UNIT-16 – PUBLIC RELATIONS MODELS

Indian Public Relations Models – The Propaganda Model (Ancient India) - The Publicity/Public Information Model (British India) - Public Relations Model (Independent India) - Western PR Models (James Grunig and Hunt, USA) – Press Agency/Publicity Model - Public Information Model - Asymmetric Model and Symmetric Public Relations Model - Application of Models

UNIT-17 – PUBLIC INFORMATION MANAGEMENT

Concept of Public Information - Public Information Management- Ancient India to Modern India - Disseminating Agencies of Public Information in Government of India: PIB, DAVP - State Governments: Information and Public Relations Departments - Public Sector undertakings etc. - Management of Public Information – Collection – Retrieval - Distribution

UNIT-18 – HISTORY OF INDIAN PUBLIC RELATIONS

PR in Mythology – ‘Sage Naradha’ - The State of Propaganda - Lord Buddha- The Light of Asia - Buddhism and Techniques of Propaganda - Emperor Ashoka: the Father of Public Information - The Era of Publicity - British India - First World War - Publicity Boards - Gandhian Era of Public Communication - Second World War- War Publicity - Independent India - The age of Public Relations - Global Public Relations - New Industrial Policy 1991

BLOCK: VI - PROCESS OF PUBLIC RELATIONS

UNIT-19 – FOUR STAGES OF ‘RPCE’ MODEL

Research Process or Fact Finding, Methods of Research – Planning and Programming, Programme for Implementation – Communication Strategy and Implementation, Media Strategy – Evaluation and Research Process, Results and Impact.

UNIT-20 – IN-HOUSE PR STRUCTURE AND PR FIRMS

Organization - Structure and Functions and Management of PR Department - In-House PR Departments - Approaches in Organizing the PR Department - Structure of Central and State Government PR Departments - Media Units of I&B Ministry - Structure of PR Departments in State Government - Public Sector - Private Industry and Voluntary Organizations - PR Practice in three System: In-House, PR Consultancy and Combination of two - Advantages and Disadvantages

Structure and Functions of PR Firms - In-House PR Department Vs PR Agency – Advantages – Disadvantages - Agency PR Services - Account Executive - Creative Director - Selection of PR Agency - PR Agency - Client Relations - Scope of PR Agencies in India

UNIT-21 – CORPORATE IDENTITY AND CORPORATE REPUTATION

Origin of Corporate Identity - Key concepts of Corporate Identity - Corporate Culture - Corporate Personality - Corporate Image - Corporate Reputation - Image Corporate Social Responsibility - Role of PR in promoting Corporate Identity and Image.

UNIT-22 – ETHICS IN PUBLIC RELATIONS

Ethics in Public Relations - What is Ethics? - PR manager is both an advocate and ethical counselor - Corporate Scams - Misinformation and Disinformation Campaigns - Business without morals is a sin - The need for Corporate Ethics – Value based Public Relations - Corporate Ethics Vs PR Ethics - Code of Professional ethics for PR - The role of PR Professional Bodies

UNIT-23 – HOW TO BE A GOOD PR MANAGER?

Functions of PR manager - Management expectations - Spin doctor - Integrated Communication approach - Concept of good PR - What makes a good PR manager? – Analyst, Advisor, Advocate and Antenna - Personal qualities and Professional qualifications PR skills - Public Relations Reporting and Public Relations Manual - Innovation and Creativity for PR Manager

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COURSE -2: INTRODUCTION TO MASS MEDIA AND GLOBAL COMMUNICATION

BLOCK: I - INTRODUCTION TO MASS COMMUNICATION

UNIT -1 – NATURE AND CONCEPT OF MASS COMMUNICATION

Defining Mass Communications – Nature - Functions and Scope of Mass Communications in India - Mass Communications as distinct from other forms of Communication - Mass Communications and Mass Media - Advantages and Limitations - Interactive Communication

UNIT -2 – MASS MEDIA AND SOCIETY

What is Medium? – Concept – Role – Functions – Scope of Media in the Indian Context – Classification of Media – Medium is the Message – Mass Media – Society and Development – Media Scene in India – Media Reach – People's access to Media.

UNIT -3 – MEDIA AUDIENCES

Communication and the Social Sciences – Media Audiences – The Mass Audiences – Psychology of Audiences – Mass Audiences and Public Opinion – Audience Measurement – Impact of Media

UNIT – 4 - OVERVIEW OF MASS MEDIA IN INDIA

An Overview of Mass Media in India – Newspapers, Radio, Television, Films, Traditional Media and New Media – Characteristics of Mass Media

BLOCK: II – MEDIA THEORIES

UNIT – 5 - THEORIES OF PRESS

Theory and Practice of Media - Four Theories of the Press - Authoritarian Theory - Libertarian/Free Press Theory - Social Responsibility Theory

UNIT – 6 - MEDIA THEORIES

Soviet Union Media Theory – Democratization Theory – Development Communication Theory

UNIT – 7 - MASS COMMUNICATION AND CULTURAL THEORIES

Frankfurt School and Critical Theory, Antonio Gramsci and Hegemony, Birmingham School and Critical Cultural Theory – The Medium is the Message – Understanding Media – Hot and Cool Media

UNIT – 8 - GANDHIAN THEORY OF MASS COMMUNICATION

Freedom Struggle - Role of Information and Communication in Freedom Struggle - ITM theory of Communication: Interpersonal, Traditional Folk Media and Mass Media - Gandhian Philosophy and Communication: Dandi March, Salt Satyagraha - Grassroots and Mass Line Communication - Case Study

BLOCK: III – TRADITIONAL MEDIA

UNIT – 9 - INTERPERSONAL MEDIA

Intrapersonal Communication – Interpersonal Communication – Value of Interpersonal Theory – Relationship – Role and Impact of Oral Communication in Employee and Community Relations – Feedback – Group Communication – Meetings – Telephone – Conferences – Oral Communication as Distinct from Mass Communication – Relative Appeal

UNIT – 10 - FOLK ARTS MEDIA

Historical Perspective of Traditional Folk Media – Role and Scope in the Indian Environment – Traditional Media as a force in Cultural Integration – Characteristics – Feedback – Change Agent – Forms of Traditional Media in Andhra Pradesh – Puppets – Folk Theatre – Street Plays – Burrakatha (Andhra Pradesh) – Jatra (West Bengal) – Tamasha (Maharashtra) – Blend of Traditional Media with Electronic Media – Song and Drama Division

UNIT – 11 - PHOTO JOURNALISM

Photographic Communication – Historical Perspective – Photo Journalism – Types of Photographs – News Photos – Photo Features – Uses of Photos in Media

UNIT – 12 - MULTIMEDIA APPROACHES

Concept of Multi Media – Campaign – How to Plan and Manage Multi-media Campaigns – Components of Campaign Planning – Fact-finding – Planning Communication – Evaluation

BLOCK: IV- GLOBAL COMMUNICATION

UNIT – 13 - INTERNATIONAL COMMUNICATION AGENCIES

Nature and Functions of News Agencies - Global News Agencies: Reuters, The Associated Press, United Press International (UPI), ITAR-TASS Russian News Agency, XINHUA (China), Agence France Presse (AFP) - International Broadcasting: BBC, CNN, Role of UNESCO

UNIT – 14 - IMBALANCE IN INTERNATIONAL INFORMATION FLOW

Issues in International Communication - Communication Imbalance in News, Radio, Television, Film, ICT – Technology trans-border data flow

UNIT – 15 - NEW WORLD INFORMATION AND COMMUNICATION ORDER

Historical Overview of International Communication - NWIO – Overview of the Present Order - Emergence of the third World Demand for New Order - Critique of International news values - Non-Aligned News Agency Pool

UNIT – 16 - DEMOCRATISATION OF COMMUNICATION

Democratization of Communication - New Technology - Alternative Media - Concept of Globalization - Impact on Media Systems – Culture - Ownership and Economics of

International Communication - International Media and Other Organizations: ITU, IPDC, IPI, WTO, UNESCO, IFJ

BLOCK: V- MEDIA EFFECTS

UNIT – 17 - MASS MEDIA EFFECTS

Characteristics of Mass Media - Nature of Mass Media Effects - Impact of Mass Media in Socio, Economic and Political Development - Theory of Media Power - Mass Media Effects and Society: Newspapers, Radio, TV, Film.

UNIT – 18 - TRENDS IN MASS COMMUNICATION

Communication Science – Two Views of Communication Science – Social Semiotics Theory – The Communication Revolution – Globalization and Media – Global Village – Information Revolution – De-massification of Media

UNIT – 19 - CASE STUDIES IN MASS COMMUNICATION

SITE, Kheda Rural Communication Project, Communication in Pulse Polio Eradication Programme

UNIT – 20 - MEDIA MANAGEMENT

Principles of Media Management and their Significance – Media as an Industry and Profession – Ownership patterns of Mass-media in India – Sole Proprietorship, Partnership, Private Limited Companies, Public Limited Companies, Trusts – Policy formulation – Planning and Control – Problems – Process and prospects of Launching Media Ventures

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COURSE -3: INFORMATION TECHNOLOGY AND NEW MEDIA

BLOCK: I INFORMATION REVOLUTION

UNIT – 1- INFORMATION THEORY

Concept of Information and Public Information – What does Information do? – Information Theory – Theory of Public Information – Public Be Informed Era.

UNIT – 2- INFORMATION REVOLUTION

Information and Media Development Alvin Toffler's Three Revolutions - Agricultural Revolution: Person to Person and Folk Media – Industrial Revolution: Mass Media – Information Revolution: Computer and Internet – De-massification of Mass Media – De-massification of Mass Audience – Concept of Global Village – Instant Dissemination of Information

UNIT – 3- NEW MEDIA

New Media Technologies - Multimedia and Emerging Technologies - Video on Demand – Internet - Radio and Web TV - Impact of New Media on Traditional Media.

UNIT – 4- MULTIMEDIA APPROACH

What is Multimedia? – Tools of Multimedia – Multimedia in Entertainment – Multimedia in Education and Public Relations – Multimedia and the Web - Multimedia Production – Writing for Multimedia – Integrating Text – Graphics – Audio – Video – Image and Video Formats – Interactive Multimedia and its Applications in Education and Training

BLOCK: II INFORMATION TECHNOLOGY

UNIT – 5- WHAT IS INFORMATION TECHNOLOGY?

What is Information Technology? – Evolution of Information and Communication Technologies - Hardware and Software – The Information Processing Cycle – IT in Communication Industry

UNIT – 6- INTERNET BASICS

Origin and Growth of World Wide Web and Internet Basics – URLs – HTML – Hyperlinks - Search Engines - Web Databases - Search and Retrieval - Internet Service Providers (ISPs) – Bandwidth - Internet in India - Status and New Developments and Problems

UNIT – 7- INTERNET AND COMMUNICATION

The Concept of Information Society - Internet and Communication across Boundaries - Development of Digital Technology - Convergence and Its Impact - Evolution of New Media - Voicemail – Teleconference – News Releases – Satellite Media Tours

UNIT – 8- WORLD WIDE WEB

Origin and Growth of World Wide Web Web Journalism - Unique Features of Web – Language - Web Pages - Home Pages - Design and Layout - Languages for Web-Page Content - Internet Newspaper Editions – Updates - Internet News Groups - e-mail – Blogs - Internet as a Tool for Data Gathering

UNIT – 9- WEB DESIGNING

Registration of the Web – Construction – Size and Dynamism – Contents – Basic Information – Visual – Maintenance and Management of Web

BLOCK: III e-PUBLIC RELATIONS

UNIT – 10- e-GOVERNANCE

IT for e-Governance – Models for e-Governance – e-Governance Initiatives – Center for e-Governance – e-Seva – e-Governance Strategy and Agenda – Internet Usage – e-Filing

UNIT – 11- NEW MEDIA IN PUBLIC RELATIONS

Information Revolution - Global Village – New Mass Media in PR Practice – e-PR - Public Relations on the NET – Internet - Intranet – Reaching Internal and External Publics - Online Press Release - Teleconference, Facsimile Transmission - Satellite Media Tours

UNIT – 12- WEB WRITING

Website – Design - Web Writing – Webinar – DVD - CD Rom - Search Engines - Measuring the Effectiveness of Cyber Media in Public Relations - Impact of Technology on the Process of Communication and Public Relations

UNIT – 13- INTERACTIVE SOCIAL MEDIA

Concept of Influencing Audiences through Social Networks - Characteristics of Social Media - Uses in PR Practice – Geography of Social Media - Blogs – Twitter - Face book – Podcasting – LinkedIn - Mobile phones – Wikipedia - Online Discussion Groups - Writing Messages – Handling Online Grievances - Future of Social Media – RSS – The Power of New Media in the Practice of PR

UNIT – 14- WEB AND PUBLIC RELATIONS

Web and Public Relations – Web Site in Public Relations – Web Pages – Language – Basis – Objectives – The Domain Name – Writing on the Web – Building Trust on Site – Web Site a Resource of Information – Product Information – Avoiding Information Overload – Update Web Site – Third Party Endorsement – Web TV – Search and Retrieval

UNIT – 15- DIGITAL PUBLIC RELATIONS

Conventional PR Vs Digital PR – Digital PR Architecture – Digital Tools for PR – Digital Assets – Video-Audio, Images, Social Web – Digital Influence – Awareness – Brand Loyalty

– Advocacy – Conversations in Digital PR – Non-Journalistic Audiences – Customers – Industry and Financial Analysts – Prospective Employees.

BLOCK: IV CYBER JOURNALISM

UNIT – 16- NETWORKS

Introduction to Networks – The Internet – Working of the Internet – Addressing Skills – Domains and Sub Domains – Main Features of the Internet- WWW, e-mail, Telenet, FTP, IRC - Online Services - Advertising on the Internet – Law Relating to Cyber Media

UNIT – 17- WORD PROCESSING AND DESK TOP PUBLISHING

Word Processing Features – Outlines – Revision Marks and Document Compare – Merge Printing – Foot Notes and End Notes – Desk Top Publishing for Print – Page Layout – Graphic Images – Special Characters – Tables of Contents and Indexes – DTP Vs Word Processing

UNIT – 18- WEB JOURNALISM

Online Technologies – Web Journalism – Trends in Online Newsroom – Information Highways and Cyber Journalism – Multimedia Trends in Cyber Journalism – Gate Keeping – The Changing roles of Cyber Journalism

UNIT – 19- e-JOURNALS

Internet e-PR – Web Site and Internal Relations – Internet Online Newsletters – e-Journals – Internal e-mail – Compiling an Internal e-mailing List – Internet – Security Issues – Cyber Laws – Writing for e-Journals – e-News letters

UNIT – 20- e-DISCUSSION GROUPS

Discussion Groups – Difference Between News Groups and Discussion Groups – Finding the Right Groups for Business – Create a Signature Line – Keep Messages in Context – Handling Complaints – Writing Messages – Answer Questions – The Do's and Don'ts of Newsgroup 'etiquette'

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COURSE – 4: COMMUNICATION RESEARCH

BLOCK: I WHAT IS RESEARCH?

UNIT – 1- INTRODUCTION TO RESEARCH

Need for Research in Communication and Public Relations Practice – What is Research? – The Need and Purpose of Research – The Benefits of Research – Applied Research – Predictive Research – Specific Uses of Research - Defining the Research Role.

UNIT – 2- PRINCIPLES OF RESEARCH AND EVALUATION

Four stage PR process – RPCE Model – Research - Planning - Communication and Evaluation - Research Before - Research During & Research After the PR Campaign – Role of PR Practitioner in Four stages as Analyst, Advisor, Advocate and Antenna – The Difference between Research and Evaluation.

UNIT – 3 RESEARCH IN SOCIAL SCIENCES

Research Methods in Social Sciences – Development of Mass Media Research – Media Research and Scientific Method. Types of Research: Basic, Applied, Formative, Processual, Evaluative, Quantitative/Qualitative, Action Research – Audience Analysis – Impact-Effects and Effectiveness Studies.

UNIT – 4 AREAS OF RESEARCH

Areas of Research: Mass Media Analysis- Research in Print- Audio Visual Media- Advertising and Public Relations/Corporate Communications – Internet and Social Media - Research in Media Effects- Anti-Social and Pro-Social Effects- Media Research Institutions- Current Communication Research in India and Problems- Online Surveys and Poll Surveys.

UNIT – 5 RESEARCH PROCESS

Research Process – Hypothesis – Formulation of the Problem – Survey of Literature – Familiarization with Source Materials like Bibliographies – Indexes – Abstracts – Monographs etc. – Rationale for the Study – Use of Internet in Research – Data Collection – Interpretation.

UNIT – 6 ELEMENTS OF RESEARCH

Concepts and Constructs of Research Methodology - Types of Variables - Reliability and Validity- Research Methods: Experiments- Survey- Case Studies- Observations- Content Analysis- Interview - Observation- Questionnaire- Formal Research- Longitudinal Studies- Historical Studies-

BLOCK: II PROCESS OF APPLIED RESEARCH

UNIT – 7 DATA GATHERING AND MEASUREMENT CONCEPTS

Interviews, observation, focus groups. Levels of measurement – Nominal, Ordinal, Interval, Ratio, Scaling (Thurston, Guttman, Likert, Semantic Differential)- Research Design. Secondary Vs Primary Research – Advantages and Disadvantages of Secondary Research – Types of Secondary Research – Best Uses of Secondary Research

UNIT – 8 SURVEY RESEARCH

Survey Research – Research Consideration – Types of surveys – Literacy and Language Issues – Geographical Stratification – Personal or Sensitive Information – Quantity of Data – Sampling – Interview Methods: Telephone Surveys, Mail Surveys, Electronic Surveys, Web and e-mail Surveys – Personal Interviews

UNIT – 9 CONTENT ANALYSIS

Content analysis as a method of environment analysis in PR – Content Analysis – Quantitative and qualitative content analysis. Categorization, units of analysis, Sampling procedures.

UNIT – 10 CASE STUDY

Importance of case studies in PR. Types of case studies. Multiple case studies. Case study approaches. Process of case studies. Case study protocols. Data gathering methods for case studies. Analysis and reporting case studies.

UNIT – 11 EXPERIMENTAL RESEARCH

The Importance of Experimental – Research From Correlation to Causation – Control Group – Randomness – Testing Effects – Instrumentation – Selection – Experimental Mortality – Interaction Effects – Laboratory Experiments – Field Experiments

BLOCK: III SAMPLING AND TOOLS OF DATA COLLECTION

UNIT – 12 SAMPLING PROCEEDURES

Sampling Procedures: Universe, Population, and Sample - Sampling Frame – Sampling Unit – Sample Size –Random Sampling – Stratified Sampling – Cluster Sampling – Census Survey – Quota Sampling – Convenience Sampling – Purposive Sampling - Probability & Non- Probability Sampling Procedures - Types of Sampling Methods: Sample Size, Sample Error, Sample Weightage

UNIT – 13 MEASURING INSTRUMENT: DATA COLLECTION

What is Measuring Instrument? – Tools of data Collection: Questionnaires, Interview Schedules, Observation Schedule, Categorization and Measurement of Content- Quantitative and Statistical Analysis - Data Collection Forms – Question Formats – Open Ended Questions – Closed Ended Questions –

UNIT – 14 TYPES OF DATA

Surveys Data – Nominal Data – Ordinal Data – Ratio Data – Scale Combinations - The Importance of clear Data: Hand Tabulation, Computer Tabulation – The Importance of

Proper Data Handling – Field Notes – Taking Notes – Computers – Coding – Open Coding – Axial Coding – Selective Coding

UNIT – 15 BASIC CONCEPTS IN STATISTICS

From raw data to statistics – Descriptive and inferential statistics. Parametric and non parametric statistical tests. Application of appropriate statistical tools. Interpreting the statistical results.

BLOCK: IV MEASUREMENT AND EVALUATION

UNIT – 16 WHAT IS EVALUATION?

What is Evaluation? – Public Relations Audit – The Importance and Role of Evaluation in PR – Measurement and Evaluation Methods Toolkit – Objectives for Evaluation – Current Status of Measurement and Evaluation –

UNIT – 17 MEASUREMENT

Measurement of PR Programme – Measurement of Production – Measurement of Message Exposure – Media Impressions – Advertising Value Equivalent (AVE) – Systematic Tracking – Return on Investment – Audience Attendance – Measurement of Audience Awareness – Measurement of Audience Attitude – Measurement of Audience Action – Measurement of Complaints Redressal

UNIT – 18 THE RESEARCH REPORT

Writing the Research Report – Interpretation of Data – SPSS Package – Types of Reports – Academic Research Reports – Business Research Reports – Oral Presentations – Structure – Formation of a Report – Essentials of Report Writing – Documentation – Foot Notes – End Notes – References – Bibliography – Importance of Style Manuals – Ethics in PR Research

UNIT – 19 FUTURE DEVELOPMENTS

Developing Good Public Relations Practice – Return on Investment (ROI) – Econometrics – Advertising Value Equivalents (AVEs) – Payment by Results – Management Overview – Moving Evaluation Forward – Top Tips for Evaluating Public Relations – Practice. Future of PR practice on Effective Evaluation

UNIT – 20 RESEARCH AND EVALUATION IN PRACTICE – CASE STUDIES

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COURSE -5: WRITING, REPORTING AND EDITING FOR MASS MEDIA

BLOCK: I - THE ART OF WRITING

UNIT-1 – VARIOUS FORMS OF WRITING

Forms of Writing – Journalistic Writing, Literary Writing, Fiction Writing and PR Writing – Journalistic Writing as distinct from other forms of Writing – Journalistic Media: Writing for Dailies - Writing for Magazines - Use of Journalistic Jargon

UNIT-2 – TOOLS AND TECHNIQUES OF WRITING

Language – Content – The Channel – The Reader – Listener and Viewer – Style and Techniques of Writing – Tools of Writing

UNIT-3 – WRITING IN REGIONAL LANGUAGE

Plurality of Languages in India – Languages and Mass Media – Definition of Regional Language – Regional Language Vocabulary for Media – Journalism in Indian Languages – Writing in Regional Languages – Orientation Problems – Presentation Problems – Translation Problems – A Strategy for Writing in Regional Languages

UNIT-4 – PRINCIPLES OF GOOD WRITING

Writing Rock Foundation of Journalism & Public Relations – The Message – The Audience and The Media – Writing for Clarity – Use plain English: Avoid Jargon – One-Step-at-time Approach – Make the Central point clear – Vocabulary – Grammar - Spelling and Punctuation

BLOCK: II - NEWSPAPER MANAGEMENT

UNIT-5 – STRUCTURE OF NEWSPAPER

Functions of Management – Newspaper Management – Organization of a newspaper – Newspaper Ownership – Editorial Department – Production Newspaper Advertising and Circulation – Functions and Role Different in bringing out Newspaper

UNIT-6 – WHAT IS NEWS?

News: What makes news – Definition of News – Definition Changing with the times – Concept of News – How to Evaluate Newsworthiness of an Information – News Values in the context of India

UNIT-7 – COMPONENTS OF A NEWS STORY

Five ‘W’s and one ‘H’ – Heading – The Lead – The Body of the Story – Inverted Pyramid Style – Attribution – Verification – Balance and Fairness – Brevity

BLOCK: III – REPORTING

UNIT-8 – SOURCES OF NEWS

Routine Sources – Personal Contacts – How to develop Sources – Observations – Reference Material - Internet

UNIT-9 – FORMS OF REPORTING

Different forms of Reporting – Spot News/Live Reporting – Reporting Public Affairs, Meetings, Conferences, Seminars, Cultural, Civic and Social Events

UNIT-10 – SPECIALISED REPORTING

Reporting: Crime, Legislature, Courts, Business, Agriculture, Science and Technology and Sports

UNIT-11 – TRAITS OF A REPORTER

Qualification – Reporter Characteristics – Qualities – Responsibilities – Duties

UNIT-12 – INVESTIGATIVE REPORTING

Investigative, Interpretative, Reporting Trend, In-depth and Advocacy Reporting – Writing Curtain Raisers

BLOCK: IV – EDITING & PRINTING

UNIT-13 – PURPOSE OF EDITING

Presenting raw material in polish form – Sanctity of Facts – Accuracy – Grammar – Clarity – Language – Economy of Words

UNIT-14 – EDITING PROCESS

The Editing Process: Symbols, Handling various types of Copy – Re-writing – Translation – Integrating – Updating – Proof reading – Style Book/Sheet – Evolution of Technology in Editing – Headlines: Functions, Types, Patterns of headlines – Unit Count – Headline Schedule – News Schedule

UNIT-15 – PRINTING PROCESS

Development and Growth of Printing – Desk Top Publishing – Printing Process – Different methods of Printing: Letter Press, Off-set and Gravure – Offset Printing Process – Advantages and Disadvantages

UNIT-16 – TYPOGRAPHY

Typography: Typefaces and Families, Type Size – Reproduction of Graphics and Photographs, Selection and Editing of Photographs

BLOCK: V – PUBLIC RELATIONS WRITING

UNIT-17 – PUBLIC RELATIONS WRITING

Public Relations Writing as distinct from Literary and Media Writing - The Public Relations Writer - Sources for Writing - Writing Guidelines - Writing Specialized Audience - Writing Performance Appraisal - Success Stories - Corporate Historical Profiles - Writing for Hoardings - Fact Sheets - Corporate Brochures - Annual Report - The Basics of Speech Writing

UNIT-18 – WRITING FOR HOUSE JOURNALS

History of House Journals - Purposes of a House Journal - Contents of House Journals- Writing Style – Letter from the Chief Executive - Employees Welfare Schemes - On-going Schemes/New Projects - Products Range - Cultural and Social Activities - Letters to the Editor - Editorial in House Journal

UNIT-19 – WRITING FEATURES

Scope for Features - Finding Ideas - Sources of Information - Writing Process – Style - Marketing the Feature

UNIT-20 – THE INTERVIEW

Concept of an Interview – Kinds of Interview: Newspaper, Radio, Television, House Journals – Interviews as Source of News/Information – Techniques of Interview: Phrasing the Questions, Quotes and Attributes – Writing the Story

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COURSE – 6: MEDIA STRATEGY AND METHODS FOR PUBLIC RELATIONS PRACTICE

BLOCK: I - MEDIA AND PUBLIC RELATIONS: PRACTICAL APPLICATIONS

UNIT-1 – PUBLIC RELATIONS AND MEDIA: INTERDEPENDENT

What is medium? Medium is the message, Characteristics, Nature, Functions, Scope, Media Classification, Public Relations and Media Linkage – Media and Society, PR is the key source of information for media, Media scene in India.

UNIT-2 – INTERPERSONAL MEDIA

Types of communication: Intrapersonal communication, Interpersonal communication, Group Communication, Mass Communication, Distinctions and Advantages, Interpersonal media- Characteristics - Feedback information – Meetings, Telephone, Conferences, Open House, Quality Circles, Directorate of Field Publicity.

UNIT-3 – TRADITIONAL FOLK MEDIA

Defining Traditional Media, Characteristics, Value of Traditional media, Limitations, Forms of Traditional Media, Burrakatha, Puppetry, Yakshgana, Tamasha, Garba, Jaatara. Blend of Traditional Media with Electronic Media, Traditional Media can Transform Indian Traditional Mind, PR opportunities in Traditional Media, Song & Drama Division.

BLOCK: II - PRINT JOURNALISM: NEWSPAPERS

UNIT-4 – NEWSPAPERS IN PUBLIC RELATIONS

What is Journalism? Newspapers, Characteristics, Functions, Advantages, Limitations, Relative Appeal, Impact, Classification, Specialized Periodicals, Dailies, Newspapers and PR in public communication.

UNIT-5 - PRINT JOURNALISM: MAGAZINES

Magazine defined – Classification of Periodicals: Language- wise, Content- wise, Journals – Professional and Government Publications, Use of Magazines in Public Relations, Product and Services Promotion, Corporate achievement, Advertorials.

UNIT-6 – PUBLIC RELATIONS OPPORTUNITIES IN THE PRESS

Concept of PR opportunities in Media, Press events, Press release, Anatomy of Press release, Elements of a successful PR conference, Press kit ,Features – Letter to the Editor, Press Interview- Press tours – Impact of Press Strategies, Media monitoring – Measurement of Media Coverage.

UNIT -7 – HOW TO ORGANIZE A SUCCESSFUL PRESS CONFERENCE?

Press Conference as a Tool of Public Relations – Why is a Press Conference Special? – Types of Press Conference – Planning a Press Conference – Tips for a Successful Press Conference – Purpose – Embargo Date – Venue – Invitation – Format of a Press Event – Backgrounder and Content of the Press Conference – Spokesperson and Preparation – Role of PR Manager – Question and Answer Session – Hospitality – Press Kit – Follow Up After the Conference

UNIT-8 – PUBLIC RELATIONS PHOTOGRAPHY

Photographic Communication, Photo journalism – PR photography, Characteristics – Advantages, Limitations, Relative Appeal, Types of Photos, News Photos, Photo features, PR photos, Photographs as an aid to PR practice – Use of Photographs –In House Journals and News releases, Photo Cropping, Photo Captions – Digital Photography, PR manager and Photographer – Photo library, Directorate of Photo Divisions.

BLOCK: III - BROADCASTING MEDIA – RADIO AND TELEVISION

UNIT-9 – RADIO

Radio as a medium of Public communication – Significance, Characteristics, Scope, Relative Appeal, Radio Vs TV, Audience profile, All India Radio, Broadcasting policy, Radio services – National, Regional. Programme pattern, Specialized Audience Programmes, Uses of Radio for PR – Impact of Radio, FM Radio - Community Radio, Satellite Radio, Digital Radio.

UNIT-10 – WRITING AND PRODUCTION PROCESS FOR RADIO

Radio - Spoken Word - Writing for the ear – Broadcast style of writing, Conversational style of writing for the listeners, Various formats of Radio programmes , Radio News, Talks, Radio Magazines, Interviews, Features, Radio report, Radio News Reels, Sports News, Model – New story and a talk, Production Technology, Production Process, Sound elements – Creating Sounds capes – Voice Culture - Broadcasting code.

UNIT-11 – TELEVISION: PUBLIC RELATIONS TOOL

Television as Public Relations Medium & social change, Characteristics – Limitations, Relative Appeal, T.V. Audiences – Audience Research, T.V. Programme Pattern, Specific Audience Programme – National Programme, News and Current Affairs, Educational Programmes, T.V. Films, T.V. Documentaries, T.V. Features, T.V. News, Talk shows, Soap Operas, Commercial Service, Public Relations Opportunities – Use of T.V. Programmes, Cable Television Network.

UNIT-12 - WRITING FOR THE TELEVISION AND PRODUCTION PROCESS

T.V. as an audio- visual medium, Writing for listening and viewing, Programme formats, T.V. News, Interviews, T.V. Documentary and Features, Script writing for T.V., Writing for T.V. News, Exercise in writing for T.V. News and commentary for Documentary, T.V. Production Process – Studio.

BLOCK: IV - FILMS AND OTHER SPECIALIZED MEDIA

UNIT-13 – FILMS IN PUBLIC RELATIONS

Film as an Audio- Visual Medium – Relative Appeal of Film: with other media, Cinema The Art of all Arts, Types of Films – Feature films, Documentaries and News Magazines, Children Films, PR Films and Advertising Films, Film Strips, PR Opportunities in Films for Socio – economic development.

UNIT-14 – THE PRODUCTION AND EXHIBITION OF FILMS

Production of Film – The Theme, Production Team – The Producer, The Director, The Script Writer, The Cameraman, The Editor, The Fine Cut and Sound track, Exhibition of Films – Cinema audience, Theatrical audience, Non- Theatrical audience – Film Appreciation - Guidelines for Screening - Impact of Films.

UNIT-15 – VIDEO TECHNOLOGY

Public Relations and Video Technology – Video Equipment – Video Production – Uses of Video in Public Relations Practice – Video House Journals

UNIT-16 - EXHIBITIONS

Seeing is Believing - What is an Exhibition? Marketing and Public Relations Link, Characteristics, Advantages, Limitations, Categories of Exhibitions – Art, Commercial and Informative Exhibitions, Specialized Exhibitions, Permanent, Mobile Exhibitions, Setting Objectives – Norms for participation, Theme, Design, Exhibits – Human interest for Memorability, Media Mix, Budgeting, Publicity, Evaluation of Exhibition, Impact, The Interrelation of Exhibition and Conferences.

UNIT-17 – OPEN HOUSE

Concept of Mixing Internal and External Publics through Open House – What is Open House? – Public Relations Tool – Objectives – Steps in Organizing Open House – Follow Up

BLOCK: V – MEDIA RELATIONS

UNIT -18 – IMPACT OF NEW MEDIA ON PUBLIC RELATIONS

Traditional Media Vs New Media – Use of New Media and Social Media in the Practice of Public Relations – Internet – Intranet – e-mail – Website – Blogs – Death of Distance – Instant Information – Advantages: Productivity and Efficiency, Information Gathering, Retrieval and Distribution – Interactivity to Facilitate Two Way Communication – The Electronic Environment and Emergent New Publics – New Challenges

UNIT-19 – MULTIMEDIA APPROACH

Publics in the Indian Environment – Urban-Rural – Literate-Illiterate – Rich-Poor – Tradition-Modern – People’s Access to Mass Media – Gap between Access and Reach of Mass Media – Media Mix – Multimedia Approach in Reaching Diversified Audience

UNIT-20 – MEDIA RELATIONS

Concept of Media Relations, The need for Media Relations- Editor’s Comments on PR Media Releases, Complaints of Media against Public Relations, Understanding the Media, Principles of Good Media Relations, Making a Good Media Relations Manager, Measurement of Media Coverage

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COURSE – 7: EDITING AND PRODUCTION OF CORPORATE PUBLICATIONS

BLOCK: I - CORPORATE PUBLICATIONS

UNIT-1 – PRINT AS A MEDIUM OF COMMUNICATION

Impact of the Printed Word - Basic Elements of Communication - Internal and External Communication - Varieties of Corporate Publications Duly Classified - Advantages of the Printed Word - Limitations of the Printed Word - PR Opportunities in Printed Word

UNIT-2 – TYPES OF PUBLICATIONS

What is Corporate Publications – Nature - Scope in Corporate Communications - Types - Manuals and Handbooks - Annual Reports - The Chairman's Speech - House Journals - Employee Newsletters

UNIT-3 – CORPORATE PROFILES

Corporate Profiles – Folders – Brochures - Calendars and Diaries - Government Publications - Product Catalogues – Posters - Direct Mailer – Pictorial Albums

UNIT-4 – ILLUSTRATIONS IN PUBLICATIONS

Reflection and Transmission Illustrations – Images - Sketches and line Drawings - Editing of Illustrations and Photographs – Use of Graphic Arts Software like Photoshop – Illustrator - Corel Draw etc. - Page Make Up - Placement of Illustrations in a Page - Photo Montage - Sourcing Illustrations through Emerging Media - Dos and Don'ts in the Reproduction of Illustrations

UNIT-5 – DIAGRAMMATIC REPRESENTATION

Importance of Diagrammatic Representation - Limitations of Diagrammatic Representation – Rules - Important Methods - Categories – Bars - Rectangle Diagram - Square Diagram - Picture Diagram

UNIT-6 – LAYOUT/ DESIGN

What is Layout? - Essentials of good Layout - Layout of Corporate Publications - Text Component - Pictures Display – Typography - Selection of Type Face and Size - Preparation of Dummy

BLOCK: II - WRITING AND EDITING

UNIT-7 –REFERENCE MATERIAL FOR WRITEUP

Collection of Background Material - Collation of Background Material - Preservation of Reference and Background Material - Use in Producing Publications - Importance of Data Bank

UNIT-8 – WRITING FOR CORPORATE PUBLICATIONS

Writing to Inform - Structural Composition of the Text - Opening and Concluding Sentences - Use of Statistical Data - Distribution of Facts – Language - Different Styles - Composition of the Text - Tonal Composition of the Text - How to Write a Good Pamphlet?

UNIT-9 – EDITING TECHNIQUES

Importance of Editing - Editing Principles - Conventional Editing - Editing Symbols - Editing the Text – Headlines - Sub-headings - Box Items – Grammar – Language - Legal Propriety - Preparation of the Copy - Rewriting of the Copy - Preparation of the Dummy - Offline Editing - On-line Editing

BLOCK: III - PRODUCTION PROCESSES

UNIT-10 – PRODUCTION TECHNIQUES

Production Techniques - Production of Folder – Brochure - Annual Report - Manuals and Handbook – Calendars - Diaries and mailers

UNIT-11 - PRODUCTION OF HOUSE JOURNALS

Scope and Functions of an Internal House Journal - Content Analysis of some Internal and External House Journals - Inference of the Study - Typical Contents of Internal House Journal - Editorial Policy - Editorial Team - Content Writers - Production Norms and Techniques of a House Journal - Illustrations and Photographs - Cover Designs - Masthead

UNIT-12 – LAUNCHING A HOUSE JOURNAL

Registration of Books and Newspapers Act - Registration of a House Journal - Postal Concession - Compilation of Mailing List - Identification of Authors - How to Bring out a Good House Journal

UNIT-13 – PRINTING OF CALENDARS AND DIARIES

Calendars and Diaries as tools of PR – Types of Calendars: Wall Calendars, Table Calendars – Printing of Diaries – Greeting Cards – Contents – Illustrations – Information in the Greeting Cards – Production of Calendars, Diaries and Greetings

BLOCK: IV - PRE - PRESS PROCESS

UNIT-14 – TYPOGRAPHY AND COMPOSING

Brief History of Printing - Role of Typography – Font:Its Definition and Classification - Use of Fonts for Different Kinds of Works - Composing and typesetting

UNIT-15 – PROOF READING

Copy Holder and Proof Reader - Proof Reader's Marks - House Style - Work Style - Soft-Copy Corrections - Importance of Proof Reading in Good Publications

UNIT-16 – IMAGE CARRIERS

Preparation of Image Carriers for Offset - Web Offset(Plates) - Gravure and Screen Printing(Screens) - Letterpress

BLOCK: V - TYPES OF PRINTING AND PAPER

UNIT-17 – PRINTING PROCESSES

Principles and Suitability of Letterpress – Offset - Gravure and Screen Printing processes - Digital Printing – Advantages - Budgeting and Costing

UNIT-18 – GRAPHICS AND COLOUR

Use of Graphics in Publications to Reinforce Printed word – Charts – Photographs – Graphs – Symbols – Line Drawing – Cartoons – Decorative Devices – Colour Scheme

UNIT-19 – DESKTOP PUBLISHING

Desktop Publishing as a Process of Printing – Capabilities – Advantages – Equipment and Software

UNIT-20 – PAPER

Paper making - Types of Paper - Quality of Paper - Varieties of Printing Papers - Paper Sizes – Conventional and Modern - Relationship Between Half-tone Screen and Paper

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COURSE – 8: PUBLIC RELATIONS MANAGEMENT IN GOVERNMENT, CORPORATE SECTOR AND NGOs

BLOCK: I - PUBLIC RELATIONS AND MANAGEMENT

UNIT-1 – PUBLIC RELATIONS: A STRATEGIC MANAGEMENT FUNCTION

What is Management? - Principles of Management - Various Management disciplines - Interface of PR with other disciplines: Human Resource Development- Finance- Marketing - PR a top Management Function in handling both Information and Relationships - Interpretation of Management to the Public and vice versa - CEO is the Chief Communications Officer - Systems theory and Public Relations - PR as a Bridge between Management and its Public with the support of other sub-systems - Staff and Line Functions - PR as a Staff Function

UNIT-2 - CORPORATE PUBLIC RELATIONS/CORPORATE COMMUNICATIONS

Concept of Organization/ Corporation - Segmentation of Publics/ Stakeholders - Corporate Face - What is Corporate Public Relations? or Corporate Communications? The Difference - Elements of Corporate Public Relations Programme - Communication with Publics - Major Areas of Corporate Public Relations - Creating Favourable Public Opinion

UNIT -3 – EVOLUTION OF CORPORATE PUBLIC RELATIONS/ CORPORATE COMMUNICATIONS

Industrialization – Linkage with Growth of Corporates – New Industrial Policy/Resolution 1948 – Public Relations in Major Industrial Undertaking – TATA's – Industrial Policy Resolution of 1956 – Strategic Role of Public Sector – Concept Mixed Economy – Growth of Private Enterprises – Nationalization of Banks – Genesis of Public Sector Public Relations – New Industrial Policy 1991 – Economic Liberalization – Impetus to Corporate Public Relations in Indian as well as Multinational Enterprises – Era of Global Public Relations

BLOCK: II - STAKEHOLDERS' PUBLIC RELATIONS

UNIT-4 – EMPLOYEES' RELATIONS

Employees first - Internal Customers - Goals of Employees' Communication - New Trends in Recruitment to attract talent - Principles and Areas of Employees' Public Relations – Productivity - Strategy and Tactics - Media and Methods in Employees' Relations

UNIT-5 – FINANCIAL PUBLIC RELATIONS

Finance Key Source - Concept of Three 'M's – Men, Money, Material - Define Financial PR - Financial Stakeholders – Shareholders - Investing financial Institutions – Stockbrokers - Stock exchanges - Financial Journalists - Investors Relations Policy – Objectives – Strategy -

Media and tactics - Financial Calendar – Quarterly - Half-Yearly and Annual Reports - Annual General Meeting - Public Issue Management

UNIT-6 – CONSUMERS’ PUBLIC RELATIONS

Defining consumer Public Relations - PR 5th P of Marketing -Who is a Customer? By Mahatma Gandhi -Customer Relations Management -Know your Customer (KYC)- Customer outreach for Direct marketing -CPR in On-line marketing - CPR in promotions - Case studies in CPR in Promotions -Experiential Marketing -Crowd Sourcing -Third Party Advantage- case studies in Third Party Advantage- Consumer Protection Act

UNIT-7 - GOVERNMENT RELATIONS (PUBLIC AFFAIRS)

Economic Reforms - Regulatory bodies in Telecom - Insurance and Banking Industries - Need for Government Relations - Defining Government Relations - Public Authorities as Audience- Legislative Relations - PR Programme - to persuade Government on Corporate Problems and Issues - Centre-State and Municipal Government Relations - Public Affairs in Relation to Government

BLOCK: III - CORPORATE SOCIAL RESPONSIBILITY

UNIT-8 – COMMUNITY RELATIONS

Corporation and Communities Symbiotic Relationship - Community as Stakeholder - Community’s Social Economic and Cultural Problems - Participation in Welfare Programmes - Community Relations Policy and Programme - PR Programme – Objectives - Employees’ Role - Role of PR in Reaching the Target Audience - Community Relations as Image Building Exercise

UNIT-9 – PUBLIC RELATIONS FOR NGOS

What is Philanthropy? - Objectives of NGOs in Socio Economic Developments of the Community - Definition of NGO - Key Publics of NGOs - Need for Public Relations - Fund Raising and Other Development Programme - Public Relations Goals - Media Strategy and tactics in Informing and Educating the beneficiaries - Impact of NGOs

UNIT-10 – PUBLIC RELATIONS IN CRISIS MANAGEMENT

What is a Crisis? - Types of Crisis – Natural – Calamities - Product Related Crisis - Technological Crisis - Crisis in Merger and Acquisitions - Crisis Management - Action Plan - Relief and Rehabilitation Measures - Public Relations in Crisis Management - Managing Media and Information flow

UNIT-11 – CORPORATE SOCIAL RESPONSIBILITY

Global Competitive Marketing Environment - The Need for Corporate Social Responsibility - What is Corporate Social Responsibility? - Concept of Corporate Citizenship - CSR and Business Organizations - Corporate Giving and Corporate Contribution - Involvement of Employees in Corporate Social Responsibility - Public Relations and Social Responsibility - Media and Methods - Benefits of Corporate Social Responsibility

BLOCK: IV - DIMENSIONS OF PUBLIC RELATIONS PRACTICE

UNIT-12 – CENTRAL GOVERNMENT PUBLIC RELATIONS

Justification for Government Public Relations – Democracy - Public Information - Management of Public Information - Government Information Services - Ministry of I&B - Information Officers in different Ministries - Indian Information Service - Media units of I&B Ministry as Public Information disseminating agencies - Impact of Government PR

UNIT-13- PUBLIC RELATIONS IN STATE GOVERNMENT

Democratic Government - Functions of State Government - Structure and Function of State Government Public Relations - Information Administration and Development – Administration

UNIT-14- PUBLIC RELATIONS IN LOCAL BODIES

Concept of Local Bodies – Local Needs – Civic Amenities – Local Bodies in India – Village Panchayat – Block/ Mandal - Zilla Parishads – Municipalities – Municipal Corporations – Local Bodies – Citizen Interaction – Public Relations in Local Bodies – Municipal PR – Structure and Functions of PR Department in Municipal Corporation

UNIT-15 – PUBLIC SECTOR PUBLIC RELATIONS

The Concept of Public Sector - Types of Public Sector Units - Public Accountability - Disinvestments Policy - Global Competition - Organizational Structure of Public Sector - Public Relations Structure in Public Sectors - Functions – Internal & External PR Process – PR in Major Public Sector Undertakings: BHEL, Indian Oil Corporation

UNIT-16 – PUBLIC RELATIONS IN PRIVATE SECTOR

New Industrial Policy 1991 - Growth and Development of Industries in India - Emergence of the new Industrial Climate - Growth of Private Sector - Public and Private Sector Partnerships - Government Relations - Role of PR in Private Sector - Media Strategy and Tactics

UNIT-17 – PUBLIC RELATIONS IN FINANCIAL INSTITUTIONS

Concept of Financial Public Relations – Financial Public – Financial and Media and Tactics – Concept of Banking – Objectives – Functions – Role and Scope of Banks in Economy – Customers Accountability – Role of PR in Banks – PR Practice in Banks – PR Structure and Functions in a Nationalized Banks

UNIT-18 – PUBLIC RELATIONS IN EDUCATIONAL INSTITUTIONS

Educational Development in India – School Education – Secondary Education – Higher Education – Adult Education – Overview of Educational Institutions – UGC – Conventional Universities – Distance Education: IGNOU, Open Universities – PR in Educational Institutions – Structure and Functions of PR Department in Conventional and Open Universities

BLOCK: V - MANAGEMENT OF GLOBAL PUBLIC RELATIONS

UNIT-19 – GLOBAL PUBLIC RELATIONS

What is Global Public Relations? - Concept of Globalization - Global Marketing - Global Corporate Public Relations and Global Media - Emergence of Global Public Relations – Language - Cultural and Audience diversities – Multinationals - Implications of Globalization on Public Relations - PR Strategies in Multinational Companies

UNIT-20 – MULTIMEDIA PR CAMPAIGN

What is a Campaign? - Defining Multimedia Campaign - Types of Campaign - Goals of PR Campaign - Planning and Managing Public Relations Campaign - 10 Commandments – Research – Problems - Target Audience - Action Plans - PR Programme - Media Strategy – Budgeting – Communication - Evaluation

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COURSE – 9: THEORY AND PRACTICE OF ADVERTISING MANAGEMENT

BLOCK: I - INTRODUCTION TO ADVERTISING

UNIT-1 – DEFINITION OF ADVERTISING

Advertising Definition – Objectives - How it works – Benefits - Scope of Advertising - Criticism against Advertising - Advertising and other communication methods - Advertising & Personal Selling - Advertising & Sales Promotion - Advertising & Publicity – Advertising - Public Relations and Propaganda – Theories of Advertising – Persuasion and Attitude Change – Economic and Social Aspects of Advertising

UNIT-2 – CLASSIFICATION OF ADVERTISING

Types of Advertising - Classified Advertising – Campaign Advertising – Consumer Generated Advertising - Consumer Products (FMCG) Advertising - Advertising of Industrial products - Government/PSU Advertising - Financial Advertising - Public Service and Health Care Advertising - Retail Advertising - Corporate Advertising - Role of Advertising in Corporate Communications - Integrated Marketing Communication

UNIT-3 – ADVERTISING IN MARKETING MIX

Advertising in Marketing Mix – Product and Brand Management – Segmentation Targeting and Positioning (STP) - Pricing – Packaging - Branding and Competition - Advertising and Development - Advertising for Global Marketing – Market Research.

UNIT-4 – CONSUMER BEHAVIOUR

Understanding Audience/Consumer Perceptions - Expectations and Mindset of Consumers - Difference In Audience Expectations - Profiling the Urban and Rural Audiences for Campaign Planning - Consumer Rights - Consumer Protection Act - Consumer Satisfaction

UNIT-5 – HISTORICAL DEVELOPMENT OF ADVERTISING

Personal Selling Era - The Sales Era - The consumer Era - The Positioning Era - Advertising & Marketing - Growth of Advertising in the Era of New Industrial Policy-1991 - Global Advertising – Advertising Scene in India

BLOCK: II - ADVERTISING MEDIA

UNIT-6 – MASS MEDIA FOR ADVERTISING

Introduction to Media - Characteristics of Mass Media - Understanding Mass Media such as Radio – Television - Newspapers and Periodicals – Advertising in the Trade and Technical

Press - Cinema – Outdoor - Statistics and Information Relating to Mass Media Relevant to Advertising - Information Sources on Mass Media

UNIT-7 – PROMOTIONS AND DIGITAL MEDIA FOR ADVERTISING

Direct Advertising - Direct Mail - Exhibition and Trade Fairs - Point of Sale - On Line Advertising - Types, E-mail advertising - Defining Social Media - Digital Media: Websites, Face Book, Linked in- Youtube – Twitter – Search Engine Optimizing (SEO) – Interactive Advertising

UNIT-8 – MEDIA PLANNING STRATEGY

Why Media Planning in Advertising? - Objectives of Media Planning – Scheduling - Understanding and Analyzing each Medium - Media Mix for Campaign Planning and Choosing Media Mix - Media Strategy

BLOCK: III - PLANNING AND MANAGING ADVERTISING CAMPAIGN

UNIT-9 – CAMPAIGN PLANNING

What is a Campaign? – Planning and Visualization - Why Planning Essential for Successful Campaign? - Brief Elements of a Campaign and their Relevance/Importance - Thorough Study of Brand and Its Competition - Campaign Objectives

UNIT-10 – ADVERTISING CREATIVITY

Understanding the Brief and Media Mix Selected - Brand Standing and Perceptions - USP (Unique Selling Proposition) - Developing Creative Strategy - Copywriting – Copywriting for Print, TV, Radio and Internet Advertisements- Layouts for Print Advertisements - Film Story Idea and Script - Developing a Film Story Board - Visuals and Photography - Finishing the Campaign and Presentation Document

UNIT-11 – RURAL ADVERTISING

Rural Markets- consumption patterns- understanding the rural consumer-Rural advertising-characteristics, media vehicles-Case studies

UNIT-12 – ADVERTISING BUDGET

Advertising Budget Process - Budgeting for each Medium in a Campaign - Determining Total Budget & Methods of Budgeting - Campaign Execution - Media Buying - Media Scheduling and Schedule Monitoring

UNIT-13 – RESEARCH AND EVALUATION IN ADVERTISING

Why Measure Advertising Effectiveness - Copy Research - Defining Advertising Goals for Measured Advertising Results DAGMAR - What is Pre-testing? - Pre-testing Methods - Post-testing Methods - Research in Advertising - Methodology – Right Sample - Consumer Studies - Audience Study by Media or Independent Bodies - Using Research for Deciding Media Mix – Criticism of Advertising – Unsolicited Commercial email – Hyper Commercialism

BLOCK: IV - ADVERTISING MANAGEMENT

UNIT-14 – THE ADVERTISING AGENCY

What is an Advertising Agency? - History & Growth of Advertising Agencies - Structure of an Agency - Functions of Various Departments of an Agency - Types of Agencies - Agency Remuneration

UNIT-15 – SELECTION OF AN ADVERTISING AGENCY

Why a Marketer Needs the Services of Advertising Agency - Choosing the Right Agency - Client-Agency Relationship - Contents of Agency Brief - Agency Remuneration

UNIT-16 – SUPPORT SERVICES FOR AN ADVERTISING AGENCY

Why Agency Needs Support Services - What are the Services Outsourced by an Agency for Its Functioning (Vendors) - what are the Functions of Allied Agencies?

UNIT-17 – TRADE AND PROFESSIONAL ORGANIZATIONS

Indian Newspaper Society - Advertising Agencies Association of India - International Advertising Association - Audit Bureau of Circulations (ABC) - Indian Society of Advertisers - Indian Broadcasting Federation (IBF) - Advertising Clubs - Printers Association

BLOCK: V ADVERTISING AND MARKETING

UNIT-18 – GLOBLIZATION IN ADVERTISING

Definition of Globalization – Global, Glocal, Local, New Industrial Policy – 1991 - Concept of Globalization Emergence of Multi-Nationals and Multinational Advertising Agencies - Global Competitive Marketing Environment - Trade wars - Emergence of Global Advertising - The Global Media - Globalization of Advertising Management

UNIT-19 – ETHICS

What is Considered Unethical Advertising - Responsibilities of Advertisers - Media and Ethics in Maintaining Ethics - Responsibilities of Advertising Agencies - Advertising Standards Council of India - Case Studies in Advertising.

UNIT-20– ADVERTISING AND REGULATION

Consumer Rights – Consumer Protection Act - Consumer Satisfaction - Laws Relating to Advertising – Advertising and article (1 and 2) of the Constitution - Drugs and Magic Remedies Act 1984 - Sections relating to advertising in IPC code 1860, Indian Contract Act 1872 - Young Person Harmful Publication Act 1986 - Drugs and Cosmetics Act. 1940 - Copyright Act 1987 - The emblems & names (Prevention of Improper Use) in ad business/ Industry, Act 1980 - Indian Food Act 1890 - Indecent Representation of Women (Prohibition) Act, 1986

COURSE-10- INTERNSHIP AND PROJECT REPORT

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