

Centre for Mass Communication

University of Rajasthan, Jaipur

(iii)

M.A.

(Public Relations and Advertising)

Subject Code :PRA

Course Category

CC : Compulsory Core Course

CE : Core Elective

Dis. : Dissertation

PRJ : Project Work

Contact Hours Per Week

L : Lecture

T : Tutorial

P : Practical's

Scheme of Examination

1. Each theory paper EoSE shall carry 100 marks. The EoSE will be of 3 hours duration. Part 'A' of the theory paper shall contain 10 Short Answer Questions of 20 marks, based on knowledge, understanding and applications of the topics/texts covered in the syllabus. Each question will carry two marks for correct answer.
2. Part 'B' of paper will consist of four questions (with internal choice) of 20 marks each.

Course Structure :

The details of the courses with code, title and the credits assigned are as given below.

Eligibility :

Eligibility for admission in M.A. (Public Relations and Advertising) is first bachelor degree in any discipline from the recognized university with minimum 50%. Reservation of seats/relaxation of marks for different categories will be given as per university rules.

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University of Rajasthan, Jaipur
M.A. (PUBLIC RELATIONS AND ADVERTISING)


Syllabus for Approval
Semester Scheme 2016-18

First Semester

FIRST SEMESTER	Sr.	Subject Code	Course Title	Course Category	Credit	Contact Hrs Per week			EoSE Duration (Hrs.)	
						L	T	P	Thy	P
						1	PRA 101	Writing for Media	CC	06
2	PRA 102	Marketing Communication	CC	06						
3	PRA 103	Oral and Visual Communication	CC	06						
4	PRA 104	Communication Theory	CE	06						
5	PRA 105	Communication Skills	CE	06						
6	PRA 106	History of Media	CE	06						

Second Semester

SECOND SEMESTER	Sr.	Subject Code	Course Title	Course Category	Credit	Contact Hrs Per week			EoSE Duration (Hrs.)	
						L	T	P	Thy	P
						1	PRA 201	Advertising Principles and Practice	CC	06
2	PRA 202	Public Relations Principles and Practice	CC	06						
3	PRA 203	Tools and Techniques of Public Relations	CC	06						
4	PRA 204	Consumer Behaviour	CE	06						
5	PRA 205	Media Planning	CE	06						
6	PRA 206	Law and Ethics of Advertising and Public Relations	CE	06						


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Third Semester

THIRD SEMESTER	Sr.	Subject Code	Course Title	Course Category	Credit	Contact Hrs Per week			EoSE Duration (Hrs.)	
						L	T	P	Thy	P
						1	PRA 301	Creative Advertising and Campaign Planning	CC	06
2	PRA 302	Graphics Designing and Layout Planning	CC	06						
3	PRA 303	Corporate Communication	CC	06						
4	PRA 304	Event Management	CE	06						
5	PRA 305	Development Communication	CE	06						
6	PRA 306	Human Rights and Media	CE	06						

Fourth Semester

FOURTH SEMESTER	Sr.	Subject Code	Course Title	Course Category	Credit	Contact Hrs Per week			EoSE Duration (Hrs.)	
						L	T	P	Thy	P
						1	PRA 401	Brand Management	CC	06
2	PRA 402	Advertising and PR Research	CC	06						
3	PRA 403	Production Techniques	CC	06						
4	PRA 404	Dissertation or Practical work	CE	06						
5	PRA 405	Business Communication	CE	06						
6	PRA 406	Digital Communication	CE	06						

* Course on Advertisement copy writing may be added in the program.


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M.A. (PUBLIC RELATIONS AND ADVERTISING) Syllabus

Semester Scheme 2016-18

Semester-I

PRA 101-Writing for Media

Unit-I

Meaning of Translation, Types of Translation, Transcreation, Tools of Translation, Basic principles of translation, Problems of Translation, Purpose and Importance of Translation.

Unit-II

Different forms of writing- Press Release, Backgrounder, Feature, Advertorials, Reviews, Speech, Memoirs, Travelogue, Writing for house journal, Newsletter, Notice/Circular, Drafting Agenda and Minutes of Meeting.

Unit-III

Writing for Electronic Media - Corporate Films and documentaries, Creating Advertisements (TVCs and Radio Jingles), Radio talk /feature, Writing for Social Media and Blog Writing

Books Recommended :

1. Sastry, J. Venkateswara, Art and Science of Translation, Centre for Advanced Study in Linguistics, Osmania University and Booklinks Corporation, Hyderabad
2. Bhatnagar, Y.C., Theory and Practice of Translation, Ajanta Publications, Delhi
3. Ganesh, T.K., Essentials of Mass Media Writing, Authorspress, Delhi
4. Gupta, Om, Basic Aspects of Media Writing, Kanishka Publishers, Distributors, New Delhi
5. Raman, Usha, Writing for the Media, Oxford University Press, New Delhi
6. मिश्र, सत्यदेव, रामाश्रय सयिता, सुलभ प्रकाशन, लखनऊ
7. डॉ. नगेन्द्र, अनुवाद विज्ञान सिद्धान्त और अनुप्रयोग, हिन्दी माध्यम कार्यान्वय निदेशालय, दिल्ली विश्वविद्यालय, दिल्ली
8. सराफ, डॉ. मनोहर और गोस्वामी, डॉ. शिवकान्त, प्रायोगिक अनुवादविज्ञान, विद्या प्रकाशन, कानपुर
9. गुप्त, अवधेश मोहन, प्रारम्भिक अनुवाद विज्ञान : सिद्धान्त और प्रयोग, सन्मार्ग प्रकाशन, दिल्ली
10. अय्यर, एन.ई. विश्वनाथ, अनुवाद भाषाएँ-समस्याएँ, ज्ञानगंगा, दिल्ली
11. सोनटक्के, डॉ. आदिनाथ, अनुवाद सिद्धान्त एवं प्रयोग, चन्द्रलोक प्रकाशन, कानपुर
12. वर्मा, विमलेशकांति, मालती, अनुवाद और तत्काल भाषांतरण, प्रकाशन विभाग, सूचना और प्रसारण मंत्रालय, भारत सरकार, दिल्ली
13. रैणा, गौरीशंकर, संचार माध्यम लेखन, वाणी प्रकाशन, नयी दिल्ली
14. शर्मा, मीना, हिन्दीभाषा, मीडिया और सर्जनात्मक लेखन, तरुण प्रकाशन, गाजियाबाद
15. प्रभाकर, डॉ. मनोहर, पत्रकारी लेखन के आयाम, पंचशील प्रकाशन, जयपुर
16. बाला, सुस्मिता, जनमाध्यमों की लेखन विधाएं, कनिष्क पब्लिशर्स, डिस्ट्रीब्यूटर्स, नईदिल्ली
17. त्रिपाठी, डॉ. रमेशचन्द्र और अग्रवाल, डॉ. पवन, मीडिया लेखन, भारत प्रकाशन, लखनऊ

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PRA 102-Marketing Communication

Unit-I

Defining marketing, Importance of marketing, Marketing concepts, Market Segmentation, Marketing Process.

Unit-II

Marketing Mix - Product (Types, Levels and PLC), Price (Pricing Strategies), Physical Distribution, Promotion, Integrated Marketing Communication.

Unit-III

Marketing of Services, Social Marketing, Customer relationship management (CRM), Digital marketing, Niche marketing, Rural Marketing and Global Marketing.

Books Recommended :

1. Kotler, Keller, Koshy, Jha, Marketing Management, PHI, New Delhi
2. Ramaswamy, Namakumari, Marketing Management, Tata McGraw Hill
3. Jain, Subash C., International Marketing Management, CBS Publishers and Distributors, New Delhi
4. Varshney, R.L.& Bhattacharya, B., International Marketing Management- An Indian Perspectives, Sultan Chand and Sons, New Delhi
5. Kothari, Rakesh, Mehta, Anil and Sharma, Ashok, Marketing Management, RBD, Jaipur.
6. जैठवानी, जयश्री, विज्ञापन और जनसम्पर्क, सागर पब्लिकेशन, नईदिल्ली
7. भानावत, प्रो. संजीव, विज्ञापन एवं जनसम्पर्क (सं.), राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर

PRA 103-Oral and Visual Communication

Unit-I

Oral Communication: Origin and development of oral communication, Using technology for oral communication, Visual Communication: Psychological aspects and moods of colour, shapes and symbols, Cultural aspects of colours and symbols

Unit-II


Ethics and use of Visuals in media, Advertising Layout (stages and types), Components and Principles of Design, Typography

Unit-III

Designing Visual Communication, Corporate Identity (Name, Logo, Symbol, Tagline, Slogan and Captions), Designing Mailers, Posters, Pamphlets, Dummies, POPs, Packaging Designs and Sales material

Books Recommended :

1. Verma, Harsh V., Brand Management, Excel Books, New Delhi.
2. Jethwaney, Jaishri, Corporate Communication, Oxford University Press, New Delhi.
3. जैठवानी, जयश्री, विज्ञापन एवं जनसम्पर्क, सागर पब्लिकेशन, नईदिल्ली
4. यादव नरेन्द्र सिंह, ग्राफिक डिजाइन, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर


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PRA 104 - Communication Theory

Unit-I

Meaning and concept, Functions of mass communication, Mass communication theories (Dependency Theory, Cultivation Theory, Agenda Setting Theory, Use and Gratification Theory, Hypodermic Needle Theory, Limited Effects Theory), Propaganda and Persuasion, Basics of Intercultural communication.

Unit-II


Foundations and role of Journalism in society, Journalism and Indian Democracy (Concept of fourth estate), Development communication, Role of mass media in opinion making, Effects of mass media.

Unit-III

Media theories : Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Democratic Participant Media Theory, Interactive Theory (One step flow, two step flow, multi-step flow).

Books Recommended :

1. Kumar, Keval J, Mass Communication in India, Jaico Publishing House, Delhi
2. Narula, Uma, Dynamics of Mass Communication: Theory and Practice, Atlantic Publishers, New Delhi
3. Narula, Uma, Handbook of Communication: Models and Perspectives, Atlantic Publishers, New Delhi
4. Jowett, Garth S. and O'Donnell, Victoria, Propaganda and Persuasion, Sage Publications, London
5. Ma Quail, Denis., Mass Communication Theory: An Introduction. Sage, London.
6. DeFleur, M.L. and S. Ball-Rokeach., Theories of Communication. Longman, New York.
7. McQuail, Denis and Windahl. Communication Models for the Study of Mass Communication. Longman, London.
8. Werner, Severin J. and Tankard W. James., Communication Theories. Origin, Methods, Uses. Longman, London.
9. Rangarajan C., Communication Theories and Models, Himalaya Publishing House, Mumbai
10. भानावत, डॉ. संजीव, पत्रकारिता का इतिहास एवं जनसंचार माध्यम, युनिवर्सिटी प्रेस, जयपुर
11. गुप्ता, आशा, हिन्दी पत्रकारिता की विकास यात्रा, कनिष्का पब्लिशर्स, दिल्ली
12. सिंह, डॉ. श्रीकान्त, संप्रेषण : प्रतिरूप एवं सिद्धान्त, भारती पब्लिशर्स एण्ड डिस्ट्रीब्यूटर्स, फैजाबाद।
13. सिंह, ओमप्रकाश, संचार के मूलसिद्धान्त, क्लासिकल पब्लिशिंग कम्पनी, नई दिल्ली।
14. हिंगड, आशा, जैन, मधु, पारीक सुशीला, संचार के सिद्धान्त, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर


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PRA 105-Communication Skills

Unit-I

Communication (meaning and nature), Barriers of communication, Types of communication, Communication process, Non-Verbal Communication Skills, Body language/Kinesics and Eye contact, Facial Expressions and Gestures, Spatial distance and Proximity.

Unit II

Effective communication skills: Writing (sentence structure, types and building paragraphs), Reading (skimming the main idea, read between the lines, tone and style of the content), Effective listening, Speaking (Presentation skills, public speaking skills and effective use of voice)

Unit-III

Models of communication (Linear: Laswell, Shanon-Weaver, Non-linear)

Books Recommended :

1. Mathew, M.J., Business Communication, RBSA, Jalpur
2. Seely, John, The Oxford Guide to Writing and Speaking, OUP(OXFORD)
3. Pal, Rajendra, Korlahalli, J. S. and Chand S., Essentials of Business Communication, New Delhi
4. Kaul, Asha, Business Communication, Prentice Hall, New Delhi
5. Dulek, Ronald E. and Fielden, John S., Principles of Business Communication, Macmillan Publishing Company, London.
6. McQuail, Denis and Windhl. Communication Models for the Study of Mass Communication. Longman, London.
7. सिंह, डॉ. श्रीकान्त, संप्रेषण : प्रतिरूप एवं सिद्धान्त, भारती पब्लिशर्स एण्ड डिस्ट्रीब्यूटर्स, फैजाबाद।
8. भानावत, डॉ. संजीव, पत्रकारिता का इतिहास एवं जनसंचार माध्यम, युनिवर्सिटी प्रेस, जयपुर

PRA 106 – History of Media

Unit-I


History of Print Media, Origin and Growth of Indian Press, Role of Press in Freedom Movement, Origin and Growth of Media in Rajasthan. Traditional Media: Folk Dances, Folk Theatre, Folk Music, Puppetry.

Unit-II

A historical perspective of Radio in India. FM and community Radio-state and private initiatives. Public Service broadcasting & Commercial Broadcasting.


Unit-III

A historical perspective of television in India. An appraisal of Cable & DTH network and major News Channels in India.


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Books Recommended :

1. Parmar, Shyam, Traditional Folk Media in India. Gekha Books, New Delhi.
2. Natarajan, J., History of Indian Journalism, Publications Division, New Delhi.
3. Parthasarathy, Rangaswami, Journalism in India. Sterling Publishers, New Delhi
4. Kumar, Keval J., Mass Communication in India. Jaico, Mumbai.
5. Raghavan, G.N.S., The Press in India: A New History. Gyan Books Pvt. Ltd., New Delhi.
6. मिश्र, डॉ. कृष्णबिहारी, हिन्दी पत्रकारिता, लोक भारती प्रकाशन, इलाहाबाद
7. वैदिक, डॉ. वेदप्रताप (सं.), हिन्दी पत्रकारिता : विविध आयाम, हिन्दी बुक सेन्टर, नई दिल्ली।
8. श्रीधर, विजयदत्त, समग्र भारतीय पत्रकारिता(1780-1900), लाभचन्द प्रकाशन, इन्दौर।
9. मधुकर, लेले, भारत में जनसंचार और प्रसारण मीडिया, राधाकृष्ण प्रकाशन, नई दिल्ली
10. भानावत, डॉ. संजीव (सं), इलेक्ट्रोनिक मीडिया, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर
11. भानावत, डॉ. संजीव (सं), भारत में संचार माध्यम, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर


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M.A. (PUBLIC RELATIONS AND ADVERTISING) Syllabus

Semester Scheme 2016-18

Semester-II

PRA 201- Advertising: Principles and Practices

Unit-I

History of Advertising, types of Advertising, role and impact of advertising on Society (Socio-Economic effects), DAGMAR approach and AIDA Model.

Unit-II

Advertising vs other forms of communication (propaganda, publicity, public relations, personal selling and sales promotion), structure and function of an advertising department, advertising budget methods (percentage of sales, competitive parity method, objective and task method and affordability method).

Unit-III

Ad agency (definition and functions), types of agencies, structure of an advertising agency (group and departmental system), remuneration system of an agency (commission system, fee system and service charges), selection of an advertising agency, client-agency relationship, agency on record (AOR).

Books Recommended :

1. Wells, William, Burnett, John and Moriarty, Sandra, Advertising Principles and Practice, , PHI, New Delhi.
2. Chunawala and Sethia, Foundations of Advertising Theory and Practice, Himalya Publishing House, New Delhi.
3. Batra, Satish K & Kazmi, SHH ,Advertising and Sales Promotion, Excel Books, New Delhi
4. Belch, George and Belch, Michael, Advertising and Promotion: An integrated marketing communication perspective, McGraw Hill Publications.
5. Brand Management, Harsh V. Verma, Excel Books, New Delhi.
6. Corporate Communication, Jaishri Jethwaney, Oxford University Press.
7. जेठवानी, जयश्री, विज्ञापन एवं जनसम्पर्क, सागर पब्लिकेशन्स, नईदिल्ली।
8. यादव, नरेन्द्र सिंह, विज्ञापन तकनीक एवं सिद्धान्त, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।
9. यादव, नरेन्द्र सिंह, विज्ञापन प्रबन्ध, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।


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10. भानावत, संजीव, जनसंपर्क एवं विज्ञापन, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।

PRA 202-Public Relations: Principles and Practices

Unit-I

History and evolution of PR, Definition, Scope and structure of PR, Differences between Advertising, PR, Publicity and Propaganda, Four Models of PR (Press Agency /Publicity model, Public Information model, One- way asymmetrical model, Two- way symmetrical model).

Unit-II

Major roles of PR in management (Image Building, Goodwill and Crisis Communication), PR process (RACE Approach), PR practice, Challenges in PR, Role of PR agencies and their Functions.

Unit-III

Publics in PR (Internal and External), Customers, Government, Media, Employees and Potential Employees, Competitors, Opinion makers and Special interest groups, Stakeholders.

Books Recommended :

1. Mehta, D.S, Handbook of Public Relations in India, Allied Publishers, New Delhi.
2. Philip, Lesley, A Handbook of Public Relations and Communication, Jaico Publishing House, New Delhi.
3. Newson, Turk, Thomas Kurckeberg, This is PR-Realities of PR, Asia PTE Ltd.
4. Jethwaney, Jaishri, Corporate Communication, Oxford University Press, New Delhi.
5. जेठवानी, जयश्री, विज्ञापन एवं जनसंपर्क, सागर पब्लिकेशन, नई दिल्ली।
6. सेनगुप्ता, भौलेश, जनसंपर्क एवं संचार प्रबंधन, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।
7. भानावत, संजीव, जनसंपर्क एवं विज्ञापन, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।

PRA 203- Tools and Techniques of Public Relations

Unit-I

Tools of PR-Internal and External, House Journal, House Journal Designing, Types of House Journal, Magazines, Press Conference, Press Brief, Press kit, Press Visit, Press Release, Rejoinder, Brochure, Advertorial, Suggestion Boxes.

Unit-II

Audio Visual as a tool for PR, Documentary Production, Commercial Cinema, Realistic Cinema, Corporate Film, Photo Communication, Use of Photo in PR, Caption Writing, News Reel, Video Clipping.

Unit-III

Exhibition, Traditional Media: Meaning and its Various Types, Outdoor Media: Meaning, Advantage and Disadvantage, Transit Media: Meaning, Advantage and Disadvantage, Direct Mail: Meaning, Advantage and Disadvantage.

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Books Recommended :

1. Mehta, D.S, Handbook of Public Relations in India, Allied Publishers, New Delhi.
2. Philip, Lesley, A Handbook of Public Relations and Communication, Jaico Publishing House, New Delhi.
3. Srivastav, H.O, Broadcast Technology a review, Gyan Publishing House New Delhi.
4. Newson, Turk, Thomas, Kurckeborg, This is PR-Realities of PR, Asia PTE Ltd.
5. Jethwaney, Jaishri, Corporate Communication, Oxford University Press, New Delhi.
6. सेनगुप्ता, भौलेश, जनसंपर्क एवं संचार प्रबंधन, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।
7. भानावत, संजीव, जनसंपर्क एवं विज्ञापन, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।
8. जेटवानी, जयश्री, विज्ञापन एवं जनसंपर्क, सागर प्रकाशन, नईदिल्ली।

PRA 204-Consumer Behaviour

Unit-I

Consumers and target customers , consumer behaviour(definition and its meaning) , theories on motivation(Freud, Maslow and Herzberg).

Unit-II

Social and Psychological influences on consumer behaviour ,needs and motives ,buying decision making process.

Unit-III

Consumer perception ,segmentation, targeting &positioning (STP) analysis ,values, attitudes and lifestyles (VALS) network.

Books Recommended :


1. Schiffman and Lazar ,Consumer Behaviour, Pearson Prentice Hall ,New Delhi.
2. Kotler, Keller, Koshy, Jha, Marketing Management, PHI, New Delhi
3. Ramaswamy, Namakumari, Marketing Management, Tata McGraw Hill
4. Jain, Subash C., International Marketing Management, CBS Publishers and Distributors, New Delhi
5. Varshney, R.L.& Bhattacharya, B., International Marketing Management- An Indian Perspectives, Sultan Chand and Sons, New Delhi
6. Kothari, Rakesh, Mehta, Anil and Sharma, Ashok, Marketing Management, RBD, Jaipur.

PRA 205-Media Planning

Unit-I

Classification of media (merits and demerits), selection of media , media planning(definition) ,role of a media planner.

Unit-II


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Media planning process (situation analysis, implementation and monitoring), media planning strategies (media mix, reach, frequency and scheduling), determining cost of media.

Unit-III

Media buying Agencies (Evolution, functions and revenue models)/Specialised media boutiques and their services, media Research (IRS,NRS,HUT,ABC,TRP, GRP, RAM and TAM) ,media strategy for rural markets.

Books Recommended :

1. Wells, William, Burnett ,John and Moriarty ,Sandra, Advertising Principles and Practice, , PHI, New Delhi.
2. Chunawala and Sethia, Foundations of Advertising Theory and Practice, Himalya Publishing House, New Delhi.
3. Batra, Satish K & Kazmi, S H H ,Advertising and Sales Promotion, Excel Books, New Delhi
4. Belch, George and Belch, Michael, Advertising and Promotion: An integrated marketing communication perspective, McGraw Hill Publications.
5. जेटयानी, जयश्री, विज्ञापन और जनसम्पर्क, सागर पब्लिकेशन, नई दिल्ली
6. भानावत, प्रो. संजीव, विज्ञापन एवं जनसम्पर्क (सं.), राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर

PRA 206-Laws and Ethics of Advertising and Public Relations

Unit-I

Copyright Act, Law of Defamation, Prasar Bharti Act, Information Technology Act,, Competition Act (2002), Advertising Laws in India, Cigarettes and Other Tobacco Products Act, 2003 (COTPA), Drugs and Cosmetics Act, Drug and Magic Remedies Act, Trademarks and Patents (IPR).

Unit-II

Ethical Aspects of Advertising, Deceptive and Misleading Advertising, Comparative Advertising, Controversial Advertising, Subliminal and Surrogate Advertising, Stereotype Portrayal, Effects on Children.

Unit-III


Self-Regulation, Self-Regulation Vs Mandatory Regulation, ASCI code of Ethics for Advertising, DAVP's Code of Conduct, AAI, Public Relation Ethics, Code of Brussels, Code of Ethics by PRSI and IPRA.

Books Recommended :

1. Sawant, PB, Badopadhyay PK, Advertising Law and Ethics, Universal Law Publishing company, New Delhi.
2. Barua, Vidisha, Press and Media Law Manual, Universal Law publishing Company, New Delhi.
3. Kumar, Keval J, Mass Communication in India, Jaico Publishing House, New Delhi.
4. Basu, Durga Das, Laws of the Press, Prentice Hall of India, New Delhi.
5. Batra, Satish and Kazmi, SHH, Advertising and Sales Promotion, Excel Books India, New Delhi.

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6. Sales Promotion and Advertising Management, MN Mishra, Himalya Publishing House, New Delhi.
7. Belch, George and Belch, Michael, Advertising and Promotion : An integrated Marketing Communication Perspective, McGraw Hill Publications, New Delhi.
8. भानावत, संजीव, प्रेस कानून और पत्रकारिता, यूनिवर्सिटी बुक हाउस, जयपुर।
9. यादव, नरेंद्र सिंह, विज्ञापन तकनीक एवं सिद्धांत, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।
10. यादव, नरेंद्र सिंह, विज्ञापन प्रबंध, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।
11. सेनगुप्ता, भौलेश, जनसंपर्क एवं संचार प्रबंध, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।
12. भानावत, संजीव, जनसंपर्क एवं विज्ञापन, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।


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Semester-III

PRA 301-Creative Advertising and Campaign Planning

Unit-I

Concept of creativity , creative brief and USP ,creative thinking (vertical and lateral) ,creative process.

Unit-II

Copywriting(concept and importance), visualisation (concept and importance),creative ad copy for different media (Print, Broadcast, Web and Outdoor), psychological effects used in advertisements (Empty Space, Halo and Zeigernik).

Unit-III

Types of campaign and stages of campaign Planning , advertising appeals (rational and emotional) ,message design approaches.

Books Recommended :

1. Wells, William,Burnett ,John and Moriarty ,Sandra, Advertising Principles and Practice, , PHI, New Delhi.
2. Chunawala and Sethia,Foundations of Advertising Theory and Practice, Himalya Publishing House, New Delhi.
3. Batra,Satish K &Kazmi,S H H ,Advertising and Sales Promotion,ExcelBooks,New Delhi
4. Belch,George and Belch,Michael, Advertising and Promotion: An integrated marketing communication perspective, McGraw Hill Publications.
5. Brand Management, Harsh V. Verma, Excel Books,New Delhi.
6. जेठवानी, जयश्री, विज्ञापन एवं जनसम्पर्क, सागर पब्लिकेशन्स, नई दिल्ली।
7. यादव, नरेन्द्र सिंह, विज्ञापन तकनीक एवं सिद्धान्त, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।
8. यादव, नरेन्द्र सिंह, विज्ञापन प्रबन्ध, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।
9. भानावत, संजीव, जनसंपर्क एवं विज्ञापन, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।

PRA 302- Graphic Designing and Layout Planning

Unit-I

Ad layout (stages and types),components,principles of design,principles of typography.

Unit-II

Methods and processes of printing,desktop publishing, artworks and digital technology in printing

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Unit-III

MS office (powerpoint),quark express, photoshop.

Books Recommended :

1. Rajarama, V., and Radhakrishnan, T., An introduction to digital computer design, PHI, New Delhi
2. Singh, Vishnu Priya & Singh, Meenakshi, DTP course book, Computech Publications, New Delhi
3. NIIR Board, Screen Printing Technology Handbook, Asia Pacific Business Press, New Delhi.
4. NIIR Board, The Complete Book on Printing Technology, Asia Pacific Business Press, New Delhi.
5. सिंह विष्णुप्रिया, सिंह मीनाक्षी, माइक्रोसॉफ्ट ऑफिस 7 एशियन पब्लिशर्स, नई दिल्ली।
6. संतोष चौबे: कम्प्यूटर एवं परिचय, मध्यप्रदेश हिन्दी ग्रन्थ अकादमी।

PRA 303-Corporate Communication

Unit-I

Concept of Corporate Communication, Meaning and Definition, Evolution and Importance, Corporate Communication Functions, Communication with Media, Relations with Government, Corporate Social Responsibility.

Unit-II

Image Building, Corporate Branding (Philosophy and Image), Corporate Culture, Specialities and Novelties, Trade Shows and Exhibitions, Events and Sponsorships, Crisis/Disaster Management, Institutional/Corporate Advertising.

Unit-III

Financial Communication, Understanding financial market, Financial institutions, RBI and SEBI regulation, Financial products, Financial Advertising, Financial communication process for IPOs, Mutual Funds, Investor Relations.

Books Recommended :

1. Jethwaney, Jaishri, Corporate Communication, Oxford University Press New Delhi.
2. Verma, Harsh V, Brand Management, Excel Books, Noida, Uttar Pradesh.
3. Belch, George and Belch, Michael, Advertising and Promotion: An integrated Marketing Communication Perspective, McGraw Hill Publications, New Delhi.
4. Blythe, Jim, Marketing Communication, PHI, New Delhi.
5. जेठवानी, जयश्री, विज्ञापन एवं जनसंपर्क, सागर प्रकाशन, नई दिल्ली।
6. यादव, नरेंद्र सिंह, विज्ञापन तकनीक एवं सिद्धांत, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।
7. भानावत, संजीव, जनसंपर्क एवं विज्ञापन, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।

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PRA 304- Development Communication

Unit-I

Concept of Development: Changes in the concept and scope of development, historical overview of development, issues and indicators of development, review of Five Year Plans for development in India.

Approach to development : Basic need, Integrated development, Local organisations, Self development, Participatory development.

Role of Communication in Development.

Unit-II

Social and Rural Development: Social indicators of development-education, literacy, nutrition and health, population control and family welfare, environment, women empowerment.

Coverage of contemporary social issues of importance to society such as gender, race, ethnicity, religion, social class, poverty, development issues and public health, ethical and context specific considerations in reporting such issues.

Unit-III

Development Communication: Concept and process, Dominant, Dependency and Participatory

Models of Communication.

Participatory message making, Decision making and action.

Role of interpersonal channels, traditional media, mass media, new information and communication technology in development, with special reference to India.

Books Recommended :

1. White, Shirley A., K. Sadanandan Nair and Joseph Ascroft, Participatory Communication: Working for Change and Development. Sage, New Delhi.
2. Ambastha, C.K., Communication Patterns in Innovation Development, Extension and Client System. B.R. Publishing Corporation, Delhi.
3. Servaes, Jan, Thomas L. Jacobson and Shirley A. White (Eds.), Participatory Communication for Social Change. Sage, New Delhi.
4. Schramm, Wilbur, Mass Communication and National Development. UNESCO, Paris.
5. Thakur, B.S. and Binod Agrawal (Eds.), Media Utilization for the Development of Women and Children. Concept Publishers, New Delhi.
6. Pokhrapurkar, Raja, Rural Development through Community Television. Concept Publishers, New Delhi.
7. Rao, B.S.S., Television for Rural Development. Concept Publishers, New Delhi.
8. Mehta, S.R. (Ed.). Communication and Development: Issues and Perspectives. Rawat Publications, Jaipur and New Delhi.
9. Banerjee, Sumanta, Family Planning Communication-A Critique of Indian Programme. Radiant Publications, New Delhi.
10. Dhama, O.P. and O.P. Bhatnagar, Education and Communication for Development. Oxford and IBH Publishing Houses, New Delhi.

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11. Gupta, V.S., Communication and Development, Concept Publishing Co. New Delhi.
12. Gupta, V.S. and Singh, Ranjit (Ed.), Communication Planning for Socioeconomic Development, Har.Anand Publication, New Delhi.
13. Narula, Uma, Development Communication-Theory and Practice, Har.Anand Publication, New Delhi
14. Dua, M.R. and Gupta, V.S., Media and Development, Har.Anand Publication, New Delhi
15. Kuppaswamy, B. Communication and Social Development in India. Sterling Publishers, New Delhi.
16. Murthy, DVR, Development Communication, Kanishka Publishers & Distributors, Delhi, 2013
17. उपाध्याय, अनिल कुमार, पत्रकारिता एवं विकास संचार, विजय प्रकाशन मंदिर, वाराणसी।
18. भानावत, डॉ. संजीव (संपादक), विकास एवं विज्ञान संचार, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर, 2010

PRA 305- Event Management

Unit 1 :

Introduction to event management, Principles of event management, Scope of event, Size and type of event, Event manager, Event team, Code of ethics, Establishing Policies & Procedures.

Unit-2


Preparing and Planning Schedule, Organizing Tasks, Using the Schedule Properly, Assigning Responsibility, Checklists, Expert Resources, The Budget, theme, light & sound, Sponsorship principles, Logistic policy.

Unit-3

Types and categories of Event, Designing the event, Special Events, Aim of event, Sports, Rallies, Wedding, corporate events, Establish Objectives, Preparing event proposal, Use of planning tools, case studies.

Books Recommended :

1. Mohan, Savita, Event Management & Public Relations, Enkay Publishing House, New Delhi.
2. Singh, Kaushalendra Saran, Event Management Principles and Methods, Kanishka Publication New Delhi.
3. Harichandan, PC, Event Management, Global Vision Publishing House, New Delhi.
4. Shone, Anton & Parry, Bryn, Successful Event Management: A Practical Handbook, Cengage Learning India, New Delhi.


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PRA 306-Human Rights and Media

Unit- I

Human Right- concept, meaning and challenges.

Human Rights under UN Charter-Council on Human Rights- International Covenants on Human Rights.

Unit-II

UDHR 1948- Convention on Civil and Political Rights. 1966- UN Conventions on Economic, Social and Cultural Rights. Environmental Rights. 1966- India and Universal Declaration.

Human Rights in Globalized World. Right to adequate Food, Education, Information, Employment Guarantee, Health and Hygienic, domestic Violence and Rights of accused and suspected person.

Unit-III

International Human and Civil Rights Organizations—Amnesty International

Human Rights Commissions in India— NHRC, SHRC, Human Rights court in districts.


Human Rights and Media

Agenda setting- framing of issues- newsworthiness- Human Rights mechanism and the agencies.

Assessment of reports- reporting and writing for Human Rights and courts.

Books Recommended

1. Gopala Bhargava: Human Rights Concern of the Future; New Delh, Gyan books, 2001.
2. H.O. Aggarwal: International Law & Human rights; Allahabad, Central Law Publications, 2000.
3. NJ Wheeler and Timothy Dunne: Human Rights in Global Politics; London, Oxford University Press, 1999.


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Semester-IV

PRA 401-Brand Management

Unit-I

Brand (definition and importance), product and perceptual concept, brand positioning (concept and strategies), Kapferer's brand identity prism.

Unit-II

Brand development index and category development index, brand extension, branding strategies, concept of brand loyalty, global branding strategy (standardisation and customisation)

Unit-III

Types of brands (symbolic, experiential and functional), stages of brand management (introduction, elaboration and fortification), brand portfolio, brand equity (BAV models and AAKER model), brand valuation (Interbrand method)

Books Recommended :

1. Moorthy Y.L.R., Brand Management, Vikas Publication, New Delhi.
2. Verma Harsh V, Brand Management, Excel Books, New Delhi.
3. Kotler, Keller, Koshy and Jha, Marketing Management, Prentice-Hall of India, New Delhi
4. David Akkar, Managing Brand Equity, Prentice-Hall of India, New Delhi
5. Chunawala S.A., Sethi K.C., Compendium of Brand Management, Himalaya Publishing House, Mumbai.
6. Kapferer, Jean-Noel, Strategic Brand Management, Kogan Page India Private Limited, New Delhi
7. Sengupta, Subroto, Brand Positioning, Tata McGraw-Hill, New Delhi.


PRA 402-Advertising and PR Research

Unit-I

Research (Definition and Meaning), research methods (qualitative and quantitative), research design and process, collection of data (primary and secondary resources).

Unit-II

Advertising Research (meaning and importance), PACT principles (Positioning Advertising Copy Testing), Pre-tests and Post-tests.


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Unit-III

Formative research (analysis of situation, organisation and publics), action research, Macnamara's pyramid model of PR research, preparation of research report.

Books Recommended :

1. Watson, Tom and Noble, Paul, Evaluating Public Relations, CIPR, Kogan Page, 2007, London and Philadelphia.
2. Ahuja, Ram, Research Methods, Rawat Publications, Jaipur.
3. Fletcher, Alan D. and Bower, Tomas A., Fundamentals of Advertising Research,, Wadsworth Publishing, London.
4. Wells, William, Burnett, John and Moriarty, Sandra, Advertising Principles and Practice, PHI, New Delhi.
5. Chunawala and Sethia, Foundations of Advertising Theory and Practice, Himalya Publishing House, New Delhi.
6. Batra, Satish K & Kazmi, S H H, Advertising and Sales Promotion, Excel Books, New Delhi
7. Belch, George and Belch, Michael, Advertising and Promotion: An integrated marketing communication perspective, McGraw Hill Publications.
8. Brand Management, Harsh V. Verma, Excel Books, New Delhi.
9. जेठवानी, जयश्री, विज्ञापन एवं जनसम्पर्क, सागर पब्लिकेशन्स, नई दिल्ली।
10. यादव, नरेन्द्र सिंह, विज्ञापन तकनीक एवं सिद्धान्त, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।
11. यादव, नरेन्द्र सिंह, विज्ञापन प्रबन्ध, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।
12. भानावत, संजीव, जनसंपर्क एवं विज्ञापन, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।
13. आहूजा, राम, सामाजिक अनुसंधान, रावत पब्लिकेशन्स, जयपुर।

PRA 403-Production Techniques

Unit-I

Fundamental concepts of photography (parts and types of camera), aesthetic values in photography (composition, perspective and colour), product and event photography.

Unit-II

Radio studio set up, types of microphones, voice presentation on radio/effective use of voice for radio, production of radio commercials and jingles

Unit-III

Fundamental concepts of video camera, basic techniques of audio-visual/video production, production of television commercials/advertisements

Books Recommended :

1. Wells, William, Burnett, John and Moriarty, Sandra, Advertising Principles and Practice, PHI, New Delhi.

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2. Chunawala and Sethia, Foundations of Advertising Theory and Practice, Himalya Publishing House, New Delhi.
3. Frost, Lee, Photography, London.
4. Belavadi, Vasuki, Video Production, Oxford University Press, New Delhi.
5. Ra, MitchS., basics of Audio-Visual Editing, Random exports, New Delhi.
6. सप्रू, सुभाष, फोटो पत्रकारिता, हरियाणा साहित्य अकादमी, पंचकूला
7. यादव, नरेन्द्र सिंह, फोटोग्राफी तकनीक एवं सिद्धांत, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।

PRA 404-Dissertation or Practical Work

The Dissertation/Practical Work is required to be submitted at least fifteen days before the commencement of the IV semester examination. Students will be required to submit a Dissertation on a Mass Communication-related topic after conducting research under the guidance of a faculty member and with the approval of the Head of the Department whereas the practical work will be assigned from the department.

PRA 405-Business Communication

Unit-I

Business Communication (Definition), Difference between business communication and marketing communication, Types of Business communication, Internal (Horizontal, Vertical, Diagonal and Grapevine), External Communication, Principles of Effective Communication (7 Cs), Face to face, Telephonic conversation, Meetings, Seminars and Conferences, Group Discussions, Interview (Types).

Unit-II

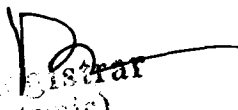
Written communication, Business correspondence (Structure and forms), Business letters, Enquiry letter, Quotation letter, Order letter, Sales letter, Claim letter, Adjustment letter, Invitation letter.

Unit-III

Personnel Letters, Reference letter, Appointment letter, Confirmation letter, Promotion letter, Warning letter, Appreciation letter, Sympathy letter, Memo, Notice and Circulars, Formal Reports, Informal Reports, Resume writing with job application, Technical proposals.

Books Recommended :

1. Mathew, M J, Business Communication, RBSA Publishers, Jaipur.
2. Pal, Rajendra, Korlahalli, J S, Essentials of Business Communication, Sultan Chand & Sons, New Delhi.
3. Kaul, Asha, Business Communication, Prentice Hall, New Delhi.
4. Dulek, Ronald E & Fielder, John S, Principles of Business Communication, Macmillan Publishing Company, London.


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PRA 406-Digital Communication

Unit-I

Digital Communication, Concept and importance, Evolution of digital media (Global and India), Convergence media, Various digital platforms, Forms of digital media(owned, paid and earned).

Unit-II

Website strategy, E-marketing, Paid search marketing, Email marketing, Integrated e-marketing, Digital media metrics (Page, hits, page impressions, clicks and reach), Revenue metrics.

Unit-III

Social media communication, Social Media Networks, Use of Social Media in PR, Mobile marketing, Digital PR, Online advertising, Regulation (IT Act 2000, National telecom policy 2012, TRAI)

Books Recommended :

1. Ryan, Damian, Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page India, New Delhi.
2. Parkin, Godfrey, Digital Marketing-Strategies for Online Success, New Holland Publishers Ltd, London.
3. Chaffey, Dave & Smith, PR, E-marketing Excellence : Planning and Optimizing your Digital Marketing, Routledge, New Delhi.
4. Khandekar, Vanita Kohli, The Indian Media Business, Response Books, New Delhi.
5. Rogers, Evertt M & Singhal, Arvind, India's Communication revolution, Bullock cart to cyber marts, Thousand Oaks, New Delhi.



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