

# **Madhya Pradesh Bhoj (Open) University Bhopal**

## **Syllabus of Master of Journalism & Mass Communication (MJMC)**

### **Final Year**

#### **Paper I**

### **Advertising and Public Relation**

#### **Unit I**

Concept of PR. Role and scope of PR. Traditional Vs. Contemporary PR, PR and Media : The Symbiotic Relationship, Types of PR : Brand Promotion, Image Building, Informational Crisis Management, PR & Propaganda – Public/Private Sector based PR, Tools of PR: PRESS Release ,press Conference Information Dockets, Interacting with journalists. Internet Based PR.

#### **Unit II**

Organizational Structure of PR department in central and state Government, PR in central govt. press Information Bureau, AIR, Doordarshan, Other PR Wings: Films Division, song and Drama division, Field Publicity etc, State Governments and PR Art of PR Writing : Literature, press release, Information sheet etc.

#### **Unit III**

Growth of PR Agencies, PR Agency: Getting clients and servicing them, Planning a PR campaign, Ensuring “positive” coverage for a client, characteristics of Good PR professional, Lobbying and PR, Avoiding of “plants”

#### **Unit IV**

concept of corporate communication and culture, Relationship between PR & CC, MNC's and Indian corporate house, Planning for corporate communication, Identity, Personal grooming for PR and CC persons, Indian Agencies Vs. International Agencies.

#### **Unit V**

Advertising : Definition, Role & scope, History of Advertising: Early forms of Branding, Progression of advertising, Advertising Agency: Role, Function and media selection idea generation and analysis. Types of Ads: corporate, consumer products, financial, public Awareness, classified, tender, Metrorails, Print, Electronic and web Advertising: Arts of copy writing, and successful . Ad campaigns in India : “Taste of India (AMUL)” “ Hero Honda” Hamara Bajaj’ “onida”.etc.

### **REFERNCE BOOKS**

1. Advertising – New concepts , S.S. Kaptan, sarup & sons, new delhi.
2. Advertisement in print media, sanjay kaptan & Akhilesh Acharya, Book Enclave, jaipur.
3. Advertising and public Relations, B.N. Ahuja & S.S. Chabra, surjeet publications, Delhi.
4. public Relation H.Frazier Moore & Frank B.Kalupa, surjeet publications, Delhi.
5. Effective public Relations in public & private sector, C.G. Banik, jaico publishing house, Mumbai.
6. Handbook of public relations, Health Robert L. sage publications new delhi
7. Advertising Management, B.Narayan, APH Publishing corporation, New Delhi.
8. The Art & science of public relations Michael Bland, Alizon Theaker, Devid wragg, CREST publishing house, New Delhi.
9. Advertising Media planning, Z.Jack, Sarsion and Bumpa Loncoin.
10. Brand Positioning : Strategic for corporate Advantage, subroto sengupta, Tata M.C. Graw Hill, New Delhi.
11. संचार और जनसंचार डॉ शशिकांत शुक्ल / प्रो. जेदही. विलानिलम
12. जनसंपर्क सिद्धान्त और व्यवहार : डॉ शशिकांत शुक्ल

## **Paper II**

### **Development Communication**

#### **Unit I**

##### **Development and society : Indian social structure,**

Concepts of development : Nature and scope ; political, social and economic; different approaches to development . Basic indicators of development ; development and social change. Development and five year plans of India ; socioeconomic, political and cultural development.

#### **Unit II**

##### **Mass Media and National Development**

Development communication: Its concepts and processes. Dominant models of development communication ; participatory models of development communication.

Mass Media and Modernization approach , development support approach , Alternative Media for need – based development, critique of development communication.

#### **Unit III**

##### **Thrust Areas of Development communication**

Science, technology and development from the historical perspective ; science and technology communication; Agriculture development and communication, Mass media and environmental communication, population & health communication.

## **Unit IV**

### **Communication : Integral part of development**

Communication policy for development .Role of media in development, satellite instructional Television Experiment (SITE) Kheda communication project (KCP) Jhabua Development communication project (JCDP)

Communication for sustainable development, social movement.

## **Unit V**

### **Development communication & media**

Role of Radio and Transistor, Radio and Rural forums, community listening community Radio Television and its impact on rural areas, film and its reach in rural India, news reel, Documentaries print – media barriers and accelerators in effective communication.

Traditional and alternative media for development fair, Exhibitions and demonstrations.

IT Communication for development Kkunar @ Kkura= e- governance Gyandoot etc.

## **REFERENCE BOOKS**

Wilbur schramm: Mass Media and National Development Stanford UP stan ford 1964

Uma Joshi : Understanding Development communication Dominant pub New Delhi

J.V.Vilanilam : science communication and Development SAGE 1993

j.a. Lent and J.V. Vilanilam : The Use of Development News: Case studies of India Malaysia Ghana and Thailand (AMIC,Singapore) 1979.

Fernandes walter : Development with people Indian social Institute, New Delhi 1998

Devenmark : Development of Under Development.

Majid Tehranian : Global Communication and world politics Domination, Development and Discourse, colorado: Lynne Rienner pub.

W.H. Meyer : Transnational Media and the Third world Development Greenwood, N.Y.

Shrinivas Melkote : Communication for development in the third world sage new delhi.

N.Jayveera and Amuna Gama : Rethinking development communication AMIC, Singapore,1998.

Bela Modi : Designing Message for Development communication, SAGE Publication.

K.Mahadevan,Kiran Prasad Youichi & Vijayanik : communication, Modernisation and social Development, (Volume 1 & 2) New Delhi : BRPC

Pillai V.S. Gupta : communication and development, concept, New Delhi 2000.

Prasad Khan : communication and Empowerment of women, The women press, Delhi 2004.

Dr. Kiran Prasad : ICT Recashing Development

Subhash Bhatnagar : ICT Development

Robert schware

Subhash Bhatnagar : E - governance

## **Paper III**

### **Magazine writing**

#### **Unit – I**

Brief history of magazine journalism in (i) India (ii) UK (iii) USA, Magazines, Journals and Daily Newspaper, Types of Magazines; General Interest, Business, Sport's, Children's, women's Leisure Entertainment, Science, Health, Education, Specialised Magazines, IT, Health, Auto, Career, Interiors & Design, Crime, Photography, House Journals and Magazine Sections of Daily Newspaper's.

#### **Unit – II**

Launching a Magazine Target, Market, Focus, Style, Dividing a magazine into section's, Importance of a cover story, Regular section's in magazine, Letters, columns, Advice, Editorial, Time out, Education Administration, copyright, Libel, censorship & Invasion

#### **Unit – III**

Planning a magazine Issue: Education Meeting & Co-ordination with bureaus, Reporters, Contributors, writers etc. Planning focus, cover story, Research & Reporting by

correspondence, Role of Re-writer specialists & copy Desk, Co-ordinator and editor, Layout in a magazine; Role of Graphics & Photo section, Closing an issue & sending it for Printing.

## **Unit – IV**

Role of circulation Department in a magazine, Role of Marketing/Advertising Departments, Planning & Executing special issues and Supplements, Content studies (Analysis), Audience Research, Role & Importance of Promotions & Special Subscription offers.

## **Unit – V**

Writing skills for magazines, Freelancing for magazines new trends in magazine journalism, Important Magazines: News Week, Time, Readers Digest, India Today, Outlook, The Week, Stardust, Competition, Success, Review, Femina,

Sarita, Manorama, EPW, Seminar, Hans, Gandhi Marg, Herald (Pakistan) The Economist, CD-ROM & On-line Magazines, Future of magazine journalism.

## **REFERENCE BOOKS**

Understanding Magazines - Roland E Wolsely

Mass Communication & Journalism – A.K. Shukla

Articles and Features – Ray Paul Nelson

How to write small Magazine articles - Ray Paul Nelson

The Mass Media – Alexandra Akopov

The Magazine Publishing Industry – Charles P Daly, Patrick Henry, Ellen Ryder

## **Paper – IV**

### **Communication Research Methods**

#### **Unit I**

Meaning, & scope of social science research, Types of research, Formulation of Research Problem, Variables, Hypothesis, Research Design and its types, Reliability, Validity and Objectivity.

#### **Unit II**

Sampling – Meaning, Types and Problems, Sources of Data – Primary and Secondary data, Questionnaire, schedule, Interview and Observation, Case Study, Content Analysis.

### Unit III

Nature & Importance of communication research, Communicator/ Source Analysis, Message Analysis, Channel Analysis, Audience Analysis, Process and Impact Analysis.

### Unit IV

Uses of communication survey research. Uses of different communication research methods in CSR, Processing a CSR proposal and a report, Scheduling, Activities and Budgetary requirement for CSR proposal, Advertisement & Market research.

### Unit V

Levels of Measurement, Tabulation & classification of data, Graphic & Diagrammatic representation of data, Mean, Median, Mode, Standard Deviation, Analysis of Variance, correlation, Indexing and Bibliography .Writing a research report.

## REFERNCE BOOKS

1. Research and Report writing : P. Saravanel.
2. Research method for communication science : James H.Watt.
3. International media research : John corner, Philip Schlesinger,Roger Silverstone.
4. Research methodology, methods & Techniques : C,R. Kothari.
5. Mass media Research – An Introduction : Roger D Wimmer and Joseph R Dominide wade pub comp. Belmont.
6. Introduction to mass communication Research Ralph O Nayziger & Devid M. Greenwood press, New Yark.
7. Doing Qualitative Research Devid silverman.
  
8. सामाजिक अनुसंधान डॉ. डी.एस. बघेल
9. सामाजिक सर्वेक्षण अनुसंधान एवं सांख्यिकी हरीशचन्द्र उपाध्याय एटलांटिक पब्लिशर्स एण्ड डिस्ट्रीब्यूटर्स नई दिल्ली
- 10.अनुसंधान की प्रविधि और प्रक्रिया राजेन्द्र मिश्रा तक्षशिला पब्लिशर्स नई दिल्ली
- 11.मीडिया शोध, मनोज दयाल, हरियाणा हिन्दी अकादमी, चंडीगढ़.