

**SARDAR PATEL UNIVERSITY
VALLABH VIDYANAGAR**



SYLLABUS EFFECTIVE FROM: 2017-18

Programme & Subject: M.A

Journalism and Mass Communication Syllabus

Semester: III

Course Type	Course No and Title	L	T/W	Credits	Internal	Semester	Total
		Per Week			Evaluation		
Core	PA03CJMC26: Indian Economy	02	01	02	40	60	100
Core Elective	PA03CJMC21: Advertising	03	01	04	50	50	100
	PA03CJMC22: Public Relations	03	01	04	50	50	100
	PA03CJMC23: Media Planning and Buying	03	01	04	50	50	300
	PA03CJMC24: Media Management	03	01	04	50	50	100
	PA03CJMC25: Field Work Practicum: Public Relations/Advertising Agencies	03	01	08	150	150	300
Core Foundation	PA03CJMC27: Women, Children and Media	02	01	02	40	60	100
Total/Semester		19	07	28	450	450	900

Legend: L = Lectures; T/W = Tutorials/Workshops.

PA03CJMC26: Indian Economy

Credits: 2; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

Learning Outcomes

The learners are expected to

- b gain exposure to Indian economy and various concepts and sectors related to it.
- e attain a fuller understanding of money, capital and market, RBI and monetary policy etc.
- f show a sound understanding of the Indian economy as a whole especially GDP, GNP and GDH.

Course Content

Unit 1: Indian Economy (1 Credit, 25%)

- 1.1 Structure of Indian Economy, India is a developing Economy and mixed economy
- 1.2 Five year plans
- 1.3 National Income: GDP, GNP, GDH (H=Happiness)
- 1.4 Demography of India: gender wise, state wise, literacy
- 1.5 Sectors in Indian Economy, Occupational structure sector wise
- 1.6 Poverty and unemployment
- 1.7 Economic Reforms – Liberalization

Unit 2: Money, Capital and Market (1 Credit, 25%)

- 2.1 Money and Capital Markets in India
- 2.2 RBI and its Monetary Policy
- 2.3 Money Supply, Inflation
- 2.4 Commodity Market, SENSEX and Financial Market
- 2.5 FDI and FII
- 2.6 Globalization: Meaning and dimensions
- 2.7 Make in India: Philosophy

Mode of Evaluation

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

Internal Assessment shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	15
3.	Short Notes (Any two out of three to be attempted) (5 marks each)	15
4.	Field Work/Practicum Viva	10
Total		50

University Examination: End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	10
3.	Long Question (Internal Option, e.g., 3 or 3)	15
4.	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
Total		50

Reading List

1. Rudar Dutt and K.P.M. Sundram, *Indian Economy*, S. Chand and Company, Delhi, 2006
2. A. N. Agarwal, *Indian Economy*, Vikas Publishing House, New Delhi, 2006
3. Ishwar C. Dhingra, *The Indian Economy*, Tata McGraw-Hill Publishing Company, New Delhi, 2006
4. S. K. Misra and V. K. Puri, *Indian Economy*, Himalaya Publication House, New Delhi, 2009

PA03CJMC21: Advertising

Credits: 4; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

Learning Outcomes

The learners are expected to

- e display familiarity with the fundamentals of advertising.
- f attain a fuller understanding of advertising: types of advertising media, structure, relationship between players, and the advertising industry as a whole.
- g show an in-depth understanding of the types of advertising and public relations.
- h develop understanding of business of advertising, traditional media and public relations advertising, and advertising strategies.

Course Content

Unit 1: Fundamentals of Advertising (1 Credit, 25%)

- 1.1 Advertising – its meaning, definition and functions
- 1.2 Relationship with public relations and marketing
- 1.3 Need for advertising
- 1.4 History of advertising – national and international level

Unit 2: Advertising: Types of Advertising Media, Structure etc (1 Credit, 25%)

- 2.1 Various advertising media and their developments from print to broadcast to internet
- 2.2 The structure of an ad agency and the role of each department
- 2.3 Basic relationships between the players (client, agency, media, consumer)
- 2.4 The advertising industry – advertisers, advertising agencies, media etc
- 2.5 Need for research in advertising

Unit 3: Types of Advertising and Public Relations (1 Credit, 25%)

- 3.1 Types of advertising, Consumer advertising; Industrial advertising; classified advertising; Retail advertising; and financial advertising
- 3.2 Public relations advertising

Unit 4: Business of Advertising (1 Credit, 25%)

- 4.1 Business to business advertising: political advertising; image advertising; lifestyle advertising; internet advertising; and the www as an advertising medium
- 4.2 The traditional media and Public relations advertising: techniques and strategies of web advertising; and current trends in online advertising
- 4.3 Introduction to advertising strategies; AIDA, DAGMAR, and information processing model

Mode of Evaluation

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

Internal Assessment shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2	15

	or 2)	
3.	Short Notes (Any two out of three to be attempted) (5 marks each)	15
4.	Field Work/Practicum Viva	10
Total		50

University Examination: End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	10
3.	Long Question (Internal Option, e.g., 3 or 3)	15
4.	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
Total		50

Reading List

1. Herschel Gordon Lewis and Carol Nelson, *Advertising Age Handbook of Advertising*, NTC Business books, Lincoln Wood, IL, 2000
2. William Wells, John Burnett and Sandra Moriatry, *Advertising: Principles and Practice*, Prentice Hall, Englewood Cliffs, N.J. 1995
3. William F Adrens and Courtland L Bovee, *Contemporary Advertising*, Irwin, Homewood, IL 1994
4. Thomas Russell and Ronald Lane, *Kleppner's Advertising Procedure*, Prentice Hall, Englewood Cliffs, N.J. 1999
5. Neil Barren, *Advertising on the Internet: Getting Your Message across the World Wide Web*, Kogan Page, London, 1997

PA03CJMC22: Public Relations

Credits: 4; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

Learning Outcomes

The learners are expected to

- a gain exposure in the applied part of P.R. and to the organizational structure of PR Department in the various organizations like Govt., Corporate Sector, Public Sector and Professional Bodies like IPRA, PRSI and PRCI etc.
- b attain a fuller understanding of types of public relations and tools of public relations like photo communication, caption writing, house journal, brochure etc.
- c show an in-depth understanding of exhibition, traditional, extension, and transit media the types of advertising and public relations.
- d develop understanding of the other tools of public relations involving oral and written communication.

Course Content

Unit 1 Introduction PR Public Relation (1 Credit, 25%)

- 1.1 Process: Definition, Aims and Scope, Four Step Process In House and External PR
- 1.2 Video and Documentary and its production
- 1.3 Script Writing, Preparation of Story Board, writing for Newspapers
- 1.4 Film as a tool for PR, characteristics of cinema, realistic cinema Commercial cinema, corporate film

Unit 2 Types of PR and Audio/Visual Tools for PR (1 Credit, 25%)

- 2.1 Public, Pvt., Service Sector, corporate PR NGO and Govt., Public Utility
- 2.2 Camera as a PR Tool, Photo Communication
- 2.3 Uses of Photo in PR
- 2.4 Caption Writing
- 2.5 Introduction to House Journal, House Journal Designing, Printing and Production of House Journal
- 2.6 Types of House Journal: Brochure, Folder, Annual Report, In-house magazine

Unit 3 Exhibition, Traditional and Extension Media (1 Credit, 25%)

- 3.1 Exhibition
- 3.2 Outdoor media; meaning, advantage, disadvantage, Types of hoardings, Site Traffic Measurement Posters
- 3.3 Transit media: Meaning, advantage, disadvantage, Neon signs, Bus panels

Unit 4 Other Tools of PR: Oral and Written Communication (1 Credit, 25%)

- 4.1 Speeches for different occasions; Professional interview, Dos and don'ts for interview
- 4.2 Conference: Meaning, organizing a conference, seminar
- 4.3 Business Letter; Types of Business Letter,
- 4.4 Writing for the House Journal,
- 4.5 Types of house journal: Brochure, Folder, Annual Reports, In house magazine
- 4.6 New Trends in PR, Activism and Mass Media

Mode of Evaluation

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

Internal Assessment shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	15
3.	Short Notes (Any two out of three to be attempted) (5 marks each)	15
4.	Field Work/Practicum Viva	10
Total		50

University Examination: End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	10
3.	Long Question (Internal Option, e.g., 3 or 3)	15
4.	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
Total		50

Reading List

1. Scott M. Cutlip, Allen H. Center and Glen M. Broom, *Effective Public Relations*, 6 ed, Prentice Hall, Englewood Cliffs, N.J., 2000
2. James B. Grunig and Tood Hunt, *Managing Public Relations*, Holt. Rinehart and Winton, New York 1984
3. Leonard Saffir, *Power Public Relations*, NTC Business Books, Lincoln Wood, IL, 2000
4. G C Banik, *PR and Media Relations*, JAICO, Mumbai, 2006
5. Jefkins, *Public Relations for Your Business*, JAICO, Mumbai, 2006
6. Philip Hanslawe, *Public Relations: A Practical Guide to Basics*, Kogan Page, London, 1999
7. K.R. Balan, *Lectures on Applied Public Relations*, Sultan Chand and Sons, New Delhi, 1990
8. Ashok Arya, *Dynamics of PR*, Manas Publication, New Delhi, 2004
9. Kathy R. Fitzpatrick and Carolyn Bronstein, *Ethics in Public Relations*, SAGE, London, 2006
10. Donald Treadwell, *Public Relations Writing*, SAGE, London, 2006

PA03CJMC23: Media Planning and Buying

Credits: 4; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

Learning Outcomes

The learners are expected to

- a gain exposure to advertising media: above the line, below the line, and advantages and disadvantages of various media.
- b attain a fuller understanding of media planning including media mix, media operation, budgeting, strategies and innovations.
- c show an in-depth understanding of the need and importance of media research with regard to media elements, media audience and media evaluation.
- d develop understanding of the ways in which to develop a cost effective and result oriented media plan.

Course Content

Unit 1: Advertising Media (1 Credit, 25%)

- 1.1 Media: Introduction and Definition
- 1.2 Above the line
- 1.3 Below the line Media
- 1.4 Advantages and Disadvantages of various media

Unit 2: Media Planning (1 Credit, 25%)

- 2.1 Media Mix
- 2.2 Media Planning
- 2.3 Media operation: Buying, Selling
- 2.4 Media Budgeting
- 2.5 Media Strategies
- 2.6 Media Innovation

Unit 3: Media Research (1 Credit, 25%)

- 3.1 Media Research: Need and Importance of Media Research
- 3.2 Media Elements: Readership, Circulation, Share, Reach, Frequency, OTS, Distributions, HUT, ABC, NRS, GRP, TRP, CPM
- 3.3 Media Audience
- 3.4 Methods of Media Research

Unit 4: Media Evaluation (1 Credit, 25%)

- 4.1 Criteria for Media Evaluation
- 4.2 Construction of a Media Plan
- 4.3 Budgeting
- 4.4 Advertising Proposal
- 4.5 Presentation of the Plan

Practicum

1. Develop an appropriate media mix for promoting a Product/Service
2. Develop a media plan for launch of a new channel
3. Study the media strategy for any Product/Service

Mode of Evaluation

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

Internal Assessment shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	15
3.	Short Notes (Any two out of three to be attempted) (5 marks each)	15
4.	Field Work/Practicum Viva	10
Total		50

University Examination: End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	10
3.	Long Question (Internal Option, e.g., 3 or 3)	15
4.	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
Total		50

Reading List

1. J R Adams, *Media Planning*, Business Books, London, 1971
2. Devendra Thakur, *Advertising Management and Sales Management*, Neha Publishers and Distributors, 2009
3. Rajeev Batra, John G Myers and David A Aaker, *Advertising Management*, Fifth edition, London : Prentice-Hall International, 1996
4. Wilbur Schramm, *Men, Message and Media*, New York: Harper and Row, 1975
5. Vanita Kohli, *The Indian Media Business*, SAGE Response, New Delhi, 2013
6. Frank Jefkins, *Advertising*, Fourth edition Revised by Daniel Yadin, Financial Times Press, London, 2000

PA03CJMC24: Media Management

Credits: 4; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

Learning Outcomes

The learners are expected to

- a gain exposure to general management and its components as well as the principles of media management.
- b attain a fuller understanding of organization theory and organizational behavior.
- c show an in-depth understanding of the ownership patterns of media, media intermediaries and agencies.
- d develop understanding of almost all the aspects of media management.

Course Content

Unit-1: Introduction to Media Management (1 Credit, 25%)

- 1.1 Understanding General Management
- 1.2 Finance, Marketing, Personnel and Production Department
- 1.3 Principles of Media Management and their Significance
- 1.4 Policy Formulation, Planning, Execution and Control

Unit 2 Organization Theory (1 Credit, 25%)

- 2.1 Delegation, Decentralization
- 2.2 Motivation Leadership and Control, Co-ordination
- 2.3 Decision Making
- 2.4 Media as Industry and Profession

Unit-3 Ownership of Media (1 Credit, 25%)

- 3.1 Ownership patterns of Mass Media in India and Role of Proprietorship
- 3.2 Private Ltd; Public Limited companies
- 3.3 Individual ownership; Trust, Cooperatives; Religious Institutions (Societies) and Franchisees
- 3.4 Types of Media Organization: Radio Stations, TV and Broadcast Networks
- 3.5 Web Based Organizations News paper Organization, Publishing House
- 3.6 Role of Business, Content Syndicates, Media intermediaries and Agencies; Introduction of DAVP, INS, TRP, Press Information Bureau (PIB) Structure of State PR Department

Unit-4: Functional Management of Media (1 Credit, 25%)

- 4.1 Hierarchy, Functions and Organizational Structure of Different Media Organizations
- 4.2 Management and Editorial Staff Relationship, HR Development
- 4.3 Economics of Print and Electronic Media Audience and Readership Surveys
- 4.4 Business Legal and Financial Aspects of Media Management
- 4.5 Current challenges of Media Management
- 4.6 Process and Prospects of Launching Media Ventures; Planning and Control, Problems of Launching New Venture
- 4.7 Case Study of any Media Organization

Mode of Evaluation

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

Internal Assessment shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	15
3.	Short Notes (Any two out of three to be attempted) (5 marks each)	15
4.	Field Work/Practicum Viva	10
Total		50

University Examination: End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	10
3.	Long Question (Internal Option, e.g., 3 or 3)	15
4.	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
Total		50

Reading List

1. B. K. Chaturvedi, *Media Management: Emerging Challenges in New Millennium*, 1st edition, Global Vision Publishing House, Delhi, 2013.
2. Alan B. Albarran, Sylvia M. Chan-Olmsted, and Michael O. Wirth (eds), *Handbook of Media Management and Economics*, Lawrence Erlbaum Associates Publishers, Mahwah, New Jersey, 2008
3. Alan B. Albarran, *Management of Electronic and Digital Media*, 5th edition, CENGAGE Learning, Wadsworth, 2013.
4. Alan B. Albarran and Angel Arrese Reca (eds), *Time and Media Market*, Routledge, London, 2015.

PA03CJMC25: Field Work Practicum (Public Relations/Advertising Agencies)

Credits: 8; Weighting: 300 marks; Continuous Evaluation: 150; Semester Examination: 150

Learning Outcomes

The learners are expected to

- c gain exposure to hands-on experience of the chosen field: either public relations/advertising agencies.
- d present a mini-report showing the amount of field work done as a part of the practicum.

Course Requirement

- 3 The students will be attached to a public relations agency/advertising agency for hands-on training in the field
- 4 They shall present a mini-report showing the amount of field work done as a part of the practicum

Mode of Evaluation

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

Internal Assessment shall consist of a Mid-Semester Test with a weighting of 150 marks, involving regular reporting/drafting/attendance, and a studied presentation.

The format of the paper for Mid-Semester Test shall be as under:

Particulars	Marks
Field Work/Practicum Viva	150

University Examination: End-Semester Examination shall be conducted by the university and shall carry a weighting of 150 marks.

Particulars	Marks
Field Work/Practicum Viva	150

PA03CJMC27: Women, Children and Media

Credits: 2; Weighting: 100 marks; Continuous Evaluation: 50; Semester Examination: 50

Learning Outcomes

The learners are expected to

- a develop a good understanding of the past as well as current trends in the status of women and Children in Indian society
- b be able to analyze media content vis-à-vis women and identify the role of media in the education of women and children
- c be able to identify the reasons for the low rate of employment of women in media

Course Content

Unit-1: Women and Media (1 Credit, 25%)

- 1.1 Women's Issues in India, Historic Status of Women in Society and Culture: Status of Women, Legal Status of Women, Economic and Political Status
- 1.2 Portrayal of Women in the Media: Portrayal of Women on Television, Portrayal of Women in Advertisements, Print Media and Women's Issues.
- 1.3 Media as a Tool in the Crusade for Women's Education: Women's Literacy and Print Media, Role of Television, Role of Radio
- 1.4 Employment of Women in Media and Contradictory Media Policy and Practice

Unit-2: Children and Media (1 Credit, 25%)

- 2.1 Media Types potentially beneficial for early childhood (children ages 0-5); Types of media that are educational for children and the age group; Morality and Social Learning, Potential Benefits of Media
- 2.2 Impact of Media on Children: Psychological, sociological and physical: Internet Addiction - The Emergence of a New Clinical Disorder
- 2.3 Cyber Psychology and Behavior: Food habits, Eating disorder and obesity; Social isolation, Aggression and violent behavior; Internet-initiated Sex crimes against Minors; Addiction of media/games, Adolescents' uses of Media for Self-Socialization; Media Literacy, Family Values, and the Family and Media

Advertising

- 2.4 Food-Related Advertisements on Preschool TV: Building Brand Recognition in Young Viewers.
- 2.5 Influence of TV Advertisements on Children's Buying Response: Role of Parent Child Interaction
- 2.6 Human trafficking, Juvenile crime and legal aspects of children and media

Mode of Evaluation

Attainment on the course shall be measured through continuous evaluation as a part of the internal assessment during the semester.

Internal Assessment shall consist of a Mid-Semester Test with a weighting of 20 marks, regular tutorials work/assignment/attendance on the course 10 marks, and a studied seminar/paper/project/presentation of 20 marks.

The format of the paper for Mid-Semester Test shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10

2.	Long Question (Internal Option, e.g., 2 or 2)	15
3.	Short Notes (Any two out of three to be attempted) (5 marks each)	15
4.	Field Work/Practicum Viva	10
Total		50

University Examination: End-Semester Examination shall be conducted by the university and shall carry a weighting of 50 marks.

The format of the paper for University Examination shall be as under:

Question	Particulars	Marks
1.	10 Multiple Choice Questions (MCQs)	10
2.	Long Question (Internal Option, e.g., 2 or 2)	10
3.	Long Question (Internal Option, e.g., 3 or 3)	15
4.	Long Question/Short Notes (Any two out of three to be attempted) (5 marks each)	15
Total		50

Reading List

1. Binod C. Agarwal and Kumkum Rai, *Women, Television and Rural Development*, National Publishing House, New Delhi, 1988
2. Kamla Bhasin and Bina Agarwal (eds), *Women and Media: Analysis, Alternatives and Action*, ISIS International, Rome and Kali for Women, New Delhi, 1984.
3. Prabha Krishnan and Anita Dighe, *Affirmation and Denial: Construction of Femininity on Indian Television*, Sage Publications, New Delhi, 1990.
4. Ammu Joseph and Kalpana Sharma (eds), *Whose News? The Media and Social Issues*, Second edition, Sage Publications, New Delhi, 2006