



BHAVAN'S VIVEKANANDA COLLEGE
OF SCIENCE, HUMANITIES AND COMMERCE
SAINIKPURI, SECUNDERABAD-500 094
(Accredited with A grade by NAAC)
Autonomous College

Department of Mass Communication- Structure
W.e.f - 2020-21

Year	SEM	Course Code	Course Title	Course Type	Hours per week			Credits		
					T	P	Total	T	P	Total
I	I	MC193	Introduction to Communication and Journalism	DSC	4	2	6	4	1	5
	II	MC 293	Mass Media in India	DSC	4	2	6	4	1	5
II	III	MC393	Reporting and Editing For Print Media	DSC	4	2	6	4	1	5
		SE393A	Introduction to Photography	SEC	2	-	2	2	-	2
		SE393B	Radio Broadcasting	SEC						
	IV	MC493	Broadcast and New Media Journalism	DSC	4	2	6	4	1	5
		SE 493A	Introduction to Media and cultural studies	SEC	2	-	2	2	-	2
		SE 493B	Forms of Journalistic writing	SEC						
III	V	MC593A	Media and Development	DSE	4	2	6	4	1	5
		MC593B	Regional Language Journalism							
		GE	Film, Theory and Criticism							
	VI	MC693A	Advertising & Public Relations	DSE	4	2	6	4	1	5
		MC693B	Media Literacy							
		PR	Introduction to Film Studies or Project Work							

* DSC (Discipline Specific Course), SEC (Skill Enhancement Course) and DSE (Discipline Specific Elective) for Students of Arts. ** GE (Generic Elective) or Inter-Disciplinary Course for Students other than Arts. HPW: Hours Per Week. SEE: Semester End Examination. CIA: Continuous Internal Assessment.

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PROGRAM NAME: Bachelor of Arts (Mass Communication, Economics and Political Science)

COURSE NAME: INTRODUCTION TO COMMUNICATION AND JOURNALISM

COURSE CODE: MC193
YEAR/SEMESTER: I/I
COURSE TYPE: DSC

HPW: 5
NO. OF CREDITS: 5

COURSE OBJECTIVE: To acquaint the students understand the basics in Mass Communication and Journalism.

UNIT-WISE COURSE OBJECTIVES:

- COB1:** To introduce the concepts of Communication.
- COB2:** To explain communication process through communication models
- COB3:** To provide insights in communication theories
- COB4:** To enable the students aware of Radio and Television
- COB5:** To introduce the students to various types of Journalism

Unit I - INTRODUCTION

Introduction to Communication: Definition, Nature & Scope. Types of Communication: Verbal & Non-Verbal Communication, Intrapersonal Communication, Interpersonal Communication, Group Communication, Mass Communication.

Unit II - MODELS OF COMMUNICATION

SMCR model, Shannon & Weaver Model, Harold Lasswell's Model, Hypodermic Needle Model - Dance Helical Model

Unit III - COMMUNICATION THEORIES

Agenda Setting Theory - Uses and Gratification theory - Spiral of Silence- Cultivation theory - Social Penetration theory - Propaganda - Knowledge Gap Hypothesis- Authoritarian theory- social responsibility theory- Free Press Theory

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Unit IV- JOURNALISM

Definition, scope and nature of Journalism; Role of journalism in a democracy/ society, creating awareness, building public opinion- Journalism and social change.

Unit V - TYPES OF JOURNALISM

Print, Broadcast, On-line (Cyber) journalism. Community, Paid and Yellow Journalism. Introduction to Investigative Journalism - Photo Journalism - Data driven journalism. Fake news, Fact checking, Mis-information, Disinformation, Crisis Communication.

REFERENCES:

1. Baran, Stanley J, and Dennis K. Davis. Mass Communication Theory: Foundations, Ferment, and Future. Belmont, Calif: Wadsworth Pub. Co, 2015.
2. Mcquail, Denis, Mcquail's Mass Communication Theory, 2016
3. B N Tripathi "Handbook of Journalism and Mass Media", Lotus Press, 2011.
4. Fiske, John. Introduction to Communication Studies. London: Routledge, 1990.
5. Kumar, Keval J, Mass Communication in India, 2015
6. Larry L. Barker, Deborah A. Barker, Communication, Prentice Hall, 1992
7. Agarwal, Vir Bala, Essentials of Practical Journalism, 2006
8. Naughton, John, From Gutenberg to Zuckerberg, 2011

SUGGESTED READINGS:

1. Vir Bala Aggarwal, V S Gupta "Handbook of Journalism and Mass Communication", Concept Publishing Company. 2001.
2. Kerin Vdahl- Jorgensen, Thomas Ianitzsch " the Handbook of Journalism Studies", Routledge. 2009.
3. MV Kamath " Professional Journalism", Vikas Publishers. 1983.
4. Denis McQuail, " Journalism and Society", Sage Publications, Delhi, 2013.
5. Sheridan Burns, Lynette, Understanding Journalism, Sage Publications, 2012

COURSE OUTCOMES:

At the end of the course students will be able to:

MC 193101 CO1: Understand Concepts and process of Communication

MC 193101 CO2: Demonstrate various models of communication, their functions and valuations

MC 193101 CO3: Interpreting the process of communication to communication theory as a field.

MC 193101 CO4: Understand the concepts in Journalism

MC 193101 CO5: Discuss Journalism History and Importance


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Department of Mass Communication
PROGRAM NAME: Bachelor of Arts (Mass Communication, Economics and Political Science)

COURSE NAME: INTRODUCTION TO COMMUNICATION AND JOURNALISM
 (Practical)

COURSE CODE: MC193P
YEAR/SEMESTER: I/I
COURSE TYPE: DSC

HPW: 4
NO. OF CREDITS: 2
Marks: 25

COURSE OBJECTIVE: To acquaint the students understand the practical application of the Mass Communication theories and, demonstration of models

External Practicals: 25 Marks

- Identify and analyze the theory applied in the given text
- Demonstration and submission of a replica of a Mass Communication model
- Articulation of a Picture essay
- Viva

Exam Duration - 1Hour

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PROGRAM NAME: Bachelor of Arts (Mass Communication, Economics and Political Science)

COURSE NAME: MASS MEDIA IN INDIA

COURSE CODE: MC293
YEAR/SEMESTER: I/II
COURSE TYPE: DSC

HPW: 5
NO. OF CREDITS: 5

COURSE OBJECTIVE: To familiarize the students about mass media with respect to its broader role in the society.

UNIT-WISE COURSE OBJECTIVES:

- COb1:** To provide Historical overview of press in India
- COb2:** To familiarize the broader areas of Films
- COb3:** To learn about Radio programming and a brief history of Radio in India
- COb4:** To introduce to Development of Television in India
- COb5:** To provide an outline of the social media structures.

Unit-I: Press

History of the Press in India -Colonial Period; Early Newspapers, Social Reform Movement, National Freedom Movement, Post Independence Era, Post Emergency Era. Changing Readership, Language Press. Recent Developments in Print Media.

Unit-II: Films-Evolution

Early films- Pioneers of Indian Cinema- Dadasaheb Phalke, Satyajit Ray, Shantaram, Bimal Roy and other film makers - parallel cinema- commercial cinema-regional cinema.

Unit - III: Radio

Early history of Radio in India. History of AIR: Evolution of AIR Programming. Radio in the Context of the State's Development Agenda. Patterns of State Control; the Demand for Autonomy, Formation of Prasar Bharati.FM: Radio Privatization. Community radio, satellite and web radio.

Unit - IV: Television

Development of television as a Medium of Mass Communication – Historical perspective of television in India – Satellite and Cable Television in India and Development of networks and

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regional Channels.

Unit – V: Origin, growth and Present status of New Media in India.

Brief history of internet, world wide web, social media, cyber crimes, cyber law, e-governance. Online media , podcast, digital divide.

REFERENCES:

1. Kumr, Keval J, Mass Communication in India, 2015
2. MV Kamath “ Professional Journalism”, Vikas Publishers. 1983.
3. Ninan, Chattarji, The Hoot Reader: Media Practice in Twenty-first Century India, 2013.
4. Singhal, Aravind M, India's Communication Revolution: From Bullock Carts to Cyber Marts, Sage Publications, 2000
5. Jeffrey, Robin, India's Newspaper Revolution, 2000.
6. Naughton, John, From Gutenberg to Zukerberg, Quercus Publishers, 2015
7. Dutt, Barkha, This Unquiet Land: Stories from India's Fault Lines, 2015.
8. Thakurtha, Paranjay, Media Ethics: Truth, Fairness and Objectivity, Making and Breaking News, 2009.
9. Dickey, Sarah, Cinema and Urban Poor in South India, Cambridge University Press, 1993

SUGGESTED READINGS:

1. Maloney & Rubenstein, “Writing for Media, Prentice-Hall, 1980.
2. Chatterji, PC, Broadcasting in India, Sage Publications, 1991
3. Kasturi SK, Vardhaman, P Bobby, Social Media: Connecting the World 24x7, 2017
4. Srivasthava KM, “Reporting and Editing”, Sterling Publishers, 1987.
5. Gaines, William M, Investigative Journalism: Proven Strategies for Reporting the Story.
6. Ganti, Tejaswini, Bollywood: A guide book to popular Hindi Cinema, Routledge, 2004

COURSE OUTCOMES:

At the end of the course students will be able to:


MC 293 CO1: Understand the History of Press in India

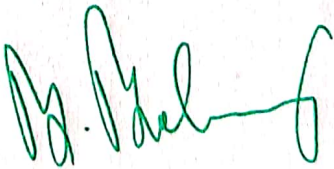
MC 293 CO2: Aware about the pioneers of Film making in India

MC 293 CO3: Create Podcasts on various issues of importance

MC 293 CO4: Understand brief outline of Television in India.

MC 293CO5: Explain the functions of Social Media


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Department of Mass Communication
PROGRAM NAME: Bachelor of Arts (Mass Communication, Economics and Political Science)

COURSE NAME: MASS MEDIA IN INDIA (Practical)

COURSE CODE: MC293P
YEAR/SEMESTER: I/II
COURSE TYPE: DSC

HPW: 4
NO. OF CREDITS: 2
Marks: 25

COURSE OBJECTIVE: To acquaint the students understand and analyze Mass Media in India

External Practicals: 25 Marks

- Public Service Announcements
- Reviewing of a community radio station
- Viva

Exam Duration : 1 hour

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Department of Mass Communication**

PROGRAM NAME: Bachelor of Arts (Mass Communication, Economics and Political Science)

COURSE NAME: Reporting and Editing for Print Media

COURSE CODE: MC393

HPW: 4

YEAR/SEMESTER: II/III

NO. OF CREDITS: 4

COURSE TYPE: DSC

COURSE OBJECTIVE: To acquaint the students understand the basics in Reporting and Editing

UNIT-WISE COURSE OBJECTIVES:

Cob1:To Locate various sources of news

Cob2:To Reviewing various organization structures in Media houses

Cob3:To Develop the skills in writing a news story

Cob4:To Distinguish the differences among different types of copies

Cob5:To Debate over laws related to media

Unit-I: Introduction to News - Definition – Nature – Scope of News – Sources of News – News Values – Qualities of a reporter. Fairness, balance, attribution.

Unit-II: News writing – Elements of news story- Inverted pyramid- Leads- types. Gathering News. Basic Facts about reporting. Reporting – Politics, Crime, Finance, Science, Health and environment, beat reporting.

Unit-III: Newspaper organization structure - Organisation of Editorial Department and the News Bureau.- Hierarchy, Path of a News Copy from event to the reader, Tools of an editor

Unit-IV: The Editing Process: Principles of Editing – Qualities of a sub-editor. Rewriting; Types of Copy- Agency copy, Bureau copy, Wire – Functions of Headlines – Excerpts – Blurbs – Highlights – Info-graphics. Photo Essay – Caption writing


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Unit-V: Media Ethics and Laws: Freedom of speech and expression, Article 19 (1) (a) , reasonable restrictions, Defamation- Libel, slander, Right to Information, Official secrets Act, Contempt of Court, Copyright Act of 1957, Fairness – Public Interest and privacy, Press Council of India (PCI) – Recommendations and status – Code of Ethics for Journalists.

UNIT-WISE COURSE OUTCOMES:

At the end of the course students will be able to:

MC393 CO1: Locate various sources of news

MC393 CO2: Identify various qualities of a editor and sub-editor

MC393 CO3: Grasp basic components of a news story and resort to reporting

MC393 CO4: Edit a copy involving rewriting, translating, integrating and updating.

MC393 CO5: Review laws associated to Media

REFERENCES:

1. Ahuja, BN, Theory and Practice of Journalism, Surjeeth Publications, 2007
2. Walter S Campbell, "*Professional Writing*", The Macmillan Company, 1940
3. K.M.Srivasthava, "*Reporting and Editing*", Sterling Publishers, 1987
4. Williams, Paul N, Investigative Reporting and Editing, Prentice Hall, 1982.
5. TJS George, "*Editing: A Handbook for Journalists* , Indian Institute of Mass Communication, 1989

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PROGRAM NAME: Bachelor of Arts (Mass Communication, Economics and Political Science)

COURSE NAME: Reporting and Editing for Print Media (Practical)

COURSE CODE: MC393P
YEAR/SEMESTER: II/III
COURSE TYPE: DSC

HPW: 2
NO. OF CREDITS: 1
Marks: 25

COURSE OBJECTIVE: To facilitate the students gain hands on experience on reporting news stories

External Practicals: 25 Marks

- > Report Writing of Events on Campus
- > Photographic coverage of news events
- > Planning pages and Newspaper layout
- > Page designing of newspaper in Quark Express
- > Editing of reports of news events of college
- > Viva

Exam Duration - 1 Hour

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PROGRAM NAME: Bachelor of Arts (Mass Communication, Economics and Political Science)

COURSE NAME: Professional Skills

COURSE CODE: SE111B
YEAR/SEMESTER: I/I
COURSE TYPE: SEC

HPW: 2
NO. OF CREDITS: 2

COURSE OBJECTIVE: To help the students acquire career skills and fully pursue to partake in a successful career path.

UNIT-WISE COURSE OBJECTIVES:

COB1: To prepare good resume, prepare for interviews and group discussion.

COB2: To make the students explore desired career opportunities in the employment market.

UNIT I:

Module 1: Resume Skills: Introduction of Resume and its importance. Difference between a Resume, Biodata and CV. Essential components of a good resume. Common errors people generally make in preparing their resume. Preparing good resume considering all essential components.

Module 2: Interview Skills: Meaning and types of interviews. Dress Code, Background Research, Do's and Don'ts. Situation, Task, Approach and Response (STAR Approach) for facing an interview. Interview procedure. Important questions generally asked in a job interview. Important questions generally asked in a job interview. Comment critically on simulated interviews. Discuss the common errors generally candidates, make in interview. Demonstrate an ideal interview.

Module 3: Group Discussion Skills: Meaning and methods of Group Discussion. Procedure of Group Discussion. Group Discussion- Simulation. Group Discussion - Common Errors

Module 4: Exploring Career Opportunities: Knowing yourself - personal characteristics. Knowledge about the world of work, requirements of jobs including self-employment. Sources of career information. Preparing for a career based on their potentials and availability of opportunities.

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UNIT II:

Module 1: Presentation Skills: Types of presentations. Internal and external presentation. Knowing the purpose. Knowing the audience. Opening and closing a presentation. Using presentation tools. Handling questions. Presentation to heterogenic group. Ways to improve presentation skills over time.

Module 2: Trust and Collaboration: Explain the importance of trust in creating a collaborative team. Agree to Disagree and Disagree to Agree - Spirit of Teamwork. Understanding fear of being judged and strategies to overcome fear.

Module 3: Listening as a Team Skill: Advantages of Effective Listening. Listening as a team member and team leader. Use of active listening strategies to encourage sharing of ideas.

Module 4: Brainstorming: Use of group and individual brainstorming techniques to promote idea generation. Learning and showcasing the principles of documentation of team session outcomes.

Module 5: Social and Cultural Etiquette: Need for etiquette (impression, image, earn respect, appreciation, etc). Aspects of social and cultural/ corporate etiquette in promoting teamwork. Importance of time, place, propriety and adaptability to diverse cultures.

Module 6: Internal Communication: Use of various channels of transmitting information including digital and physical, to team members.

COURSE OUTCOMES:

At the end of the course students will be able to:

CO1: Actively participate in group discussions and simulated interviews

CO2: Discuss and articulate the key requirements of an entrepreneurial exercise.

REFERENCES:

1. Brown, Laura. 2003. The ultimate book of Business Skills: The 100 most important techniques for being successful in Business.

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Department of Mass Communication**

PROGRAM NAME: Bachelor of Arts (Mass Communication, Economics and Political Science)

COURSE NAME: Radio Broadcasting

COURSE CODE: SE393B
YEAR/SEMESTER: II/III
COURSE TYPE: SEC

HPW: 2
NO. OF CREDITS: 2

COURSE OBJECTIVE: To make the student understand all the nuances of production in modern radio.

UNIT-WISE COURSE OBJECTIVES:

Cob1: To acquaint the students in understanding various kinds of effects of sound.

Cob2: To relate non-commercial radio production with commercial production.

UNIT – I

History of Radio –History of radio in World and India, Radio programme production process and techniques, thinking audio. Aspects of sound recording – types of microphones and their uses – Writing for radio: Spoken language writing – writing for programmes – writing for radio commercials – illustrating copy with sound effects; news writing – structuring radio-copy editing agency copy, reporter's copy – compiling radio news programmes; writing intro to bytes – writing headlines, teasers and promos.

UNIT – II

Radio reporting: Field reporting, reporting specialized areas, investigative reporting; voice dispatches; interview techniques; presentation; structuring a radio report – news capsuling and radio commentary. News production – News gathering – News writing, News reading and reporting Production techniques for news and public affairs commentaries – Special audience programs – Dramas – Sports – Jingles – Public service announcement (PSA) Commercial production:

UNIT-WISE COURSE OUTCOMES:

After completion of this Course, the student will be able to:

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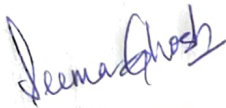
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CO1: To gather, write, assemble and produce radio news, special events, PSA etc.
CO2: To organize commercial production, radio advertising and station promotion.

REFERENCES:

1. Carl Hausman, Frank Messere, Lewis O'Donnell, Philip Benoit, "Modern Radio Production: Production, Programming and Performance", Wadsworth publishing, 2007.
2. Head & Sterling, "Broadcasting in America", Houghton Mifflin Company, 1982.
3. Ralph Milton, "Radio programming: A basic training manual", Geoffrey Bless, London, 1968.
4. David E Reese, Lynne S Gross, Irian Gross "Audio production Worksheet: Studio and Equipment", Taylor and Francis publishing, 2009.
5. Robert McLeish, "Radio Production", Taylor and Francis publishing, 2012.



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Department of Mass Communication**

PROGRAM NAME: Bachelor of Arts (Mass Communication, Economics and Political Science)

COURSE NAME: Broadcasting and New Media Journalism

COURSE CODE: MC493
YEAR/SEMESTER: II/IV
COURSE TYPE: DSC

HPW: 4
NO. OF CREDITS: 4

COURSE OBJECTIVE: To impart professional skills in radio and television journalism.

UNIT-WISE COURSE OBJECTIVES:

- Cob1: To Understand the concept of broadcasting
- Cob2: To impart the knowledge on radio program production.
- Cob3: To Develop the skills in writing a news story
- Cob4: To familiarise with the process of news production.
- Cob5: To introduce to the latest trends in internet journalism.

Unit-I: Introduction to Broadcast Media: Broadcasting- Radio Transmission Process, Television Transmission Process, Impact and role of Broadcast media in society, Concept of Public Broadcasting, Contribution of AIR and Doordarshan to development, community Radio.

Unit-II: Introduction to Radio Journalism: History of Radio. Basic features of radio news. Sources of radio news, qualities and responsibilities of a radio reporter, criteria for selection of radio news. Radio news bulletin structure. Newsroom set-up in a radio station. Different radio programme formats

Unit-III: Television Journalism: History of Television, Basic characteristics and elements of television news, elements of a TV news bulletin. Writing style for television news. Duties, responsibilities and qualities of a TV reporter. Writing for Television, Television Programme formats, Television Script formats Interview: types and techniques of TV interview. New trends in television news reporting.

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Unit IV: Television news based programmes, Television News Process from the event to the Screen. Hierarchy in television news channels. Ethical issues in television news. News Packaging. Role of an Anchor. Live and Recorded Programs.

Unit-V: New Media Journalism: Web-based newspapers, web-journalism. Unique features of Web Journalism. language, Internet newspaper editions, updates, Internet News Groups, e-mail, blogs. Internet as a tool for data gathering, Social Media Journalism, issues of veracity and credibility. Cyber Laws. E-Governance.

COURSE OUTCOMES:

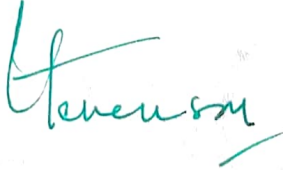
After the completion of the course, the student will be able to:

- CO1: Identify the importance of broadcasting
- CO2: Understand the process of radio production
- CO3: Develop the script for television news bulletin & interviews.
- CO4: Understand the news program production.
- CO5: Create the content for the blog with latest bookmarking techniques.

REFERENCES:

1. Broadcast News: Writing, Reporting and Producing, Ted White and Frank Bernas, Focal Press, Focal Press, Oxford, 2010.
2. Petere Stewart, "Broadcast Journalism: Techniques of Radio and Television News", focal press, 2008.
3. Cindy Malone, Robert Thompson, "The Broadcast Journalism Handbook: A Television News Survival Guide" , 2003.
4. Garrand, Timothy. Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media. CRC Press, 2006.
5. Martin, "New Media – A critical Introduction" Routledge, 2009.
6. Richard Craig, "Online Journalism: Reporting, Writing, and Editing for New Media 1st Edition", Wadsworth, 2005.


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Department of Mass Communication

PROGRAM NAME: Bachelor of Arts (Mass Communication, Economics and Political Science)

COURSE NAME: Broadcasting and New Media Journalism (Practical)

COURSE CODE: MC493P

YEAR/SEMESTER: II/IV

COURSE TYPE: DSC

HPW: 2

NO. OF CREDITS: 1

Marks: 25

COURSE OBJECTIVE:

Cob1: To prepare the students with hands on experience in radio production.

Cob2: To impart knowledge on television program production.

External Practicals: 25 Marks

- > Develop a script for radio news bulletin and a podcast of 5minutes duration.
- > Develop Script for a Television panel discussion of 10-15 minutes duration.
- > Create a personal blog using the blogspot or Wordpress with at least two articles.
- > Viva

COURSE OUTCOME:

Co1: Write and produce podcasts

Co2: Devise TV script and produce TV programme

Exam Duration - 1Hour

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Department of Mass Communication**

PROGRAM NAME: Bachelor of Arts (Mass Communication, Economics and Political Science)

COURSE NAME: MEDIA AND DEVELOPMENT

**COURSE CODE: MC593A
YEAR/SEMESTER: III/V
COURSE TYPE: DSE**

**HPW: 4
NO. OF CREDITS: 4**

COURSE OBJECTIVE: To orient the use of communication technology for the development of the society.

UNIT-WISE COURSE OBJECTIVES:

- Cob1: To discuss the idea of development and sustainability
- Cob2: To identify the role of media in development communication
- Cob3: To comment on the various rural developmental measures
- Cob4: To review the development in family welfare, health, environment.
- Cob5: To write and document reports, articles related to development

Unit-I: Development: Concept, Definition, Process. Evolution of Development Communication. Millennium Development Goals, Concept of Sustainable Development and Sustainable Development Goals. Communication and Development for social Justice in 21st century. Dependency paradigm. Data Journalism. Data visualization. Filing of RTI.

Unit-II: Role of Media in Development Communication. Strategies in Development Communication. Social, Cultural & Economic Barriers to Development Communication. Modernization as individual change. Role of mass media in modernization.

Unit-III: Communication planning and Rural Development in India. ICTs and Rural Development. Digital Divide and development. Development in the age of globalisation. ICTs and economic growth.

Unit-IV: Development Support Communication: Population, Family Welfare & Health, Education & Environment. Problems faced in Development Support Communication.

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Unit-V: Writing Development Stories for Media: Print, Radio and TV, Issues of Public Health, Trafficking, Human Rights, Dalit & Tribal Movements. Information-Education-communication (IECs).

UNIT-WISE COURSE OUTCOMES:

At the end of the course students will be able to:

- MC393 CO1: Outline the necessity of Development Communication in the 21st century
 MC393 CO2: Examine the role of media in the process of Development
 MC393 CO3: Comment on the inter connection between Rural Development and Media
 MC393 CO4: Review the concept of Development Support Communication.
 MC393 CO5: Debate on the Development stories published in Media

REFERENCES:

References:

1. Melkote, Srinivas, "Communication for Development in Third world Countries", SAGE publications, 2001
2. Samanta, R.K, Development Communication for Agriculture, B.R. Publishing Corporation, New Delhi, 1990
3. Narula, Uma, Development Communication: Theory and Practice, Har Anand Publications, 2007.
4. Balaswamy, B, Communication for Sustainable Development, Concept publishing company, 2006
5. Sinha, PR, Communication and Rural Development, 1976

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OF SCIENCE, HUMANITIES AND COMMERCE

SAINIKPURI, SECUNDERABAD-500 094

(Accredited with A grade by NAAC)

Autonomous College

Department of Mass Communication

PROGRAM NAME: Bachelor of Arts (Mass Communication, Economics and Political Science)

COURSE NAME: MEDIA AND DEVELOPMENT (Practical)

COURSE CODE: MC593A P

YEAR/SEMESTER: III/V

COURSE TYPE: DSE

HPW: 2

NO. OF CREDITS: 1

Marks: 25

COURSE OBJECTIVE: To introduce the concept of Development Communication through practical methods

External Practicals: 25 Marks

- Present a case study of any one Radio Station in Hyderabad (preferable community Radio)
- Analyse and submit a mini paper on one news channel focusing on the issues related to development of a) Education b) Poverty c) unemployment d) communal harmony
- Write a report of 500 words on any one development related story.

Exam Duration - 1Hour

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Department of Mass Communication**

PROGRAM NAME: Bachelor of Arts (Mass Communication, Economics and Political Science)

COURSE NAME: ADVERTISING AND PUBLIC RELATIONS

COURSE CODE: MC693A
YEAR/SEMESTER: III/VI
COURSE TYPE: DSE

HPW: 4
NO. OF CREDITS: 4

COURSE OBJECTIVE: To introduce the concept of Advertising and Public Relations and its relevance in the society.

UNIT-WISE COURSE OBJECTIVES:

Cob1: To familiarize the basic concepts and process of advertising.

Cob2: To make students understand the key areas of business, marketing & branding in advertising.

Cob3: To help the students know how an agency work is organized, executed and evaluated.

Cob4: To imbibe various definitions of Public Relations and relate basic principles with functions of Public Relations.

Cob5: To list out duties and responsibilities of PR Manager and acquaint with various stages of PR Process

Unit I: Advertising - Definition, nature and scope of advertising, social relevance of advertising and its role in communication and marketing. The function of advertising in society in India and the developing countries, effects of advertising on different sections of the society.

Unit-II: Types of advertising; Classification of different types of advertisements- Newspapers, magazines, radio, T.V., film, video, hoardings, billboards, internet etc., their relative merits and demerits. Trends in Advertising – surrogate advertising, in-film advertising.

Unit III: Structure of an advertising agency, various departments, functions. Types of agencies - Full-service agencies, Specialized agencies, in-house agencies, creative boutiques. Digital Marketing. Social Media Management.

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Unit IV: Introduction to Public Relations: Definition, nature and scope of PR. Public relations, public opinion and propaganda. Organization and functions of a PR department. Role and functions of a PRO. The PR Process: PR Planning, tools of PR - press release, newsletter, brochures, house journals, advertising, exhibitions, annual reports. Internal and external publics of an organization, tools of effective communication between an organization and its different publics.

Unit V: Public relations in the government, public sector and private sector organizations. PR and media relations, PR and Government, PR and Corporate Image. PIB, DIPR, DAVP and Directorate of Field Publicity.

COURSE OUTCOMES:

After the completion of the course, the student will be able to:

CO1: Examine role and characteristics of Advertising.

CO2: Classify advertising from different media points of view.

CO3: Summarize about the structure of an advertising agency.

CO3: Arrive at a specific definition of PR Differentiate between Strategy and Tactics of PR.

CO4: Categorize Public Relations organizations in govt and private sector.

REFERENCES:

1. Chunawalla, S.A. Advertising Theory and Practice. Himalaya Publishing House. 1993.
2. Kazmi, S.H. Advertising Theory & Sales Promotion. Excel Books. 2001
3. Ogilvy, David. Ogilvy on Advertising, Vintage Publishers, 1983.
4. Keval, J. Kumar. Mass Communication in India. Jaico Publishing House. 2000
5. Reddi, Narsimha CV: Effective Public Relations and Media Strategy, PHI Learning, New Delhi, 2009
6. Black, Sam: Practical Public Relations, Prentice Hall Trade, 1983

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COURSE NAME: ADVERTISING AND PUBLIC RELATIONS (Practical)

COURSE CODE: MC693A P

YEAR/SEMESTER: III/VI

COURSE TYPE: DSE

HPW: 2

NO. OF CREDITS: 1

Marks: 25

COURSE OBJECTIVE: To equip students with basic skills to write & develop Press Release and design an advertising campaign consistent with the goals of an organization.

External Practicals: 25 Marks

- Analysis of Ad campaigns by Govt. of India tourism like Incredible India.Swatch Bharat, etc.
- Study of Advertisements using Different Appeals.
- Written assignment about PR in different Government organizations.
- Develop a Press Release and a Print ad on any Social Issue.

Exam Duration - 1Hour

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