



**University of Rajasthan  
Jaipur**

**SYLLABUS**

**M.A.**

**Journalism & Mass Communication**

**Annual Scheme**

<b>M.A. (Previous) Examination</b>	<b>2021</b>
<b>M.A. (Final) Examination</b>	<b>2022</b>

Raj / Jaipur  
By Registrar (Acad.)  
University of Rajasthan  
Jaipur  
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**UNIVERSITY OF RAJASTHAN, JAIPUR**  
**M.A. IN JOURNALISM AND MASS COMMUNICATION M. A. (JMC)**  
**SYLLABUS & ANNUAL EXAMINATION SCHEME (SESSION 2018-19)**

- 1 Each Theory Paper 3 hrs. duration 100 Marks  
Dissertation/Practical 100 marks
- 2 The number of papers and the minimum marks for each paper shall be shown in the Syllabus.
- 3 Each question paper will have three parts/sections. Candidates are required to attempt five questions in all. At least one question is compulsory to attempt from each part/ section.
- 4 The medium of instruction and examinations shall be English or Hindi.
- 5 No candidate shall be considered to have pursued a regular course or study unless he certified by the Principal or Head of the Institution to have attended 75% of the total number of lectures, tutorial, seminars and case discussions in each year during the course of study.
- 6 Only those students shall be eligible to opt for dissertation in Final who have obtained minimum 55% marks in Previous Examination.
- 7 Classification: First Division 60%, Second Division 48% and Pass class 36% in the total aggregate.
- 8 For a pass in examination, a candidate is required to obtain at least 25% marks in each paper and 36% marks in the total aggregate in theory at the previous and Final Examinations separately and 36% marks in practicals separately, wherever prescribed.
- 9 (a) Ord. 212: A candidate who has failed at M.A./M.Com./MJMC (Previous) examination but has passed in atleast 50% of the papers prescribed for the examination obtaining 36% marks in each paper in accordance with the rules given below shall be eligible to re-appear in the failing papers of previous alongwith the final examination.  
(b) Ord. 212-A: Candidate who has failed at the M.A./M.Com./MJMC (Final) examination but has passed in atleast 50% of the papers obtaining 36% marks in each paper prescribed for the examination in accordance with the rules given in clause below shall be exempted from re-appearing in a subsequent year in the papers in which he has passed.
  - (i) Where the candidate fails to secure the requisite minimum percentage of marks prescribed for a pass in the aggregate of all the papers, he shall be deemed to have passed in each such papers in which he has secured at least 36% marks.
  - (ii) Where the candidate secures the requisite minimum percentage of marks prescribed for a pass in the aggregate of all the papers, he shall be deemed to have passed in each such papers in which he has secured at least 25% marks.
  - (iii) For reckoning 50% of the papers at the Previous and Final Examination, Practical will be included and one Practical will be counted as one paper.
- 10 (a) A candidate who does not pass even in 50% of the papers prescribed for the M.A./ M.Com. (Previous) examination in accordance with the above rules shall not be eligible for admission to the M.A./M.Com./MJMC (Final) Class. He will be required to re-appear at the Previous examination in all the prescribed papers and practicals.  
(b) A candidate who does pass even in 50% of the papers prescribed for the M.A./ M.Com./ MJMC (Final) examination in accordance with the above rules shall be required to re-appear at the same in subsequent year in all prescribed papers and practicals.
- 11 If candidate clears any paper(s)/practical(s)/dissertation/viva-voce prescribed at the Previous and/or Final Examination separately after a continuous period of three years, for the purpose of working out his division only the minimum pass marks viz. 25% (36% in case of practicals) shall be taken into account in respect of such paper(s)/practicals/ dissertation as are cleared after the aforesaid period, provided that in case where a candidate requires more than 25% marks in order to reach the requisite minimum aggregate as many marks out of these actually secured by him will be taken into account as would enable him to make up the deficiency in the requisite minimum aggregate (Ord. 212-B).
- 12 The dissertation shall be type-written and submitted in triplicate so as to reach the office of the Registrar at least 30 days before the commencement of the Theory Examination.  
Dissertation/Practical work shall be assessed by two External Examiner. The marks of dissertation will be taken average of two External Examination.


(For details of papers, maximum marks and minimum marks and Syllabus etc. see separate Booklet of Syllabus.)

*Raj Jais*  
**Dy. Registrar**  
(Academic)  
University of Rajasthan

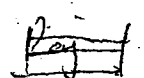
Syllabus for M.A. in Journalism and Mass Communication, 2018-20

**Syllabus of M.A. (JMC) (Two Years)**

Title of the Paper	Max. Marks	Min. Marks	Duration of Exam.
<b>PAPER I : CONTEMPORARY INDIA AND COMMUNICATION MEDIA</b>	100	36	3 HRS
Part A : Profile of Contemporary India			
Part B : Introduction to Folk and Print			
Part C : Introduction to Electronic & Film Media			
<b>PAPER II: NEWS REPORTING, EDITING AND FEATURE WRITING</b>	100	36	3 HRS
Part A : Reporting			
Part B : Editing			
Part C : Feature Writing			
<b>PAPER III : AUDIO-VISUAL COMMUNICATION</b>	100	36	3 HRS
Part A : Audio-Visual Media : A General Appraisal.			
Part B : Craft of Writing for Various Genres			
Part C : Object & Impact of Electronic Media.			
<b>PAPER IV : MEDIA MANAGEMENT, LAWS AND ETHICS</b>	100	36	3 HRS
Part A : Media Management			
Part B : Media Laws			
Part C : Ethics			
<b>TOTAL Max. Marks</b>	<b>400</b>		
<b>MA (JMC) II</b>			
<b>PAPER I : DEVELOPMENT COMMUNICATION &amp; SCIENCE COMMUNICATION</b>	100	36	3 HRS.
Part A : Development Communication :Concepts & Evolution.			
Part B : Role and Responsibilities of Development Communication			
Part C : Science Communication			
<b>PAPER II : COMMUNICATION RESEARCH</b>	100	36	3 HRS.
<b>PAPER III: THEORIES OF COMMUNICATION</b>	100	36	3 HRS.
Part A : Communication : Concepts and its Models			
Part B : Traditional Communication : Theories and Approach			
Part C : Modern Scientific Theories			
<b>PAPER IV : ADVERTISING AND PUBLIC RELATIONS</b>	100	36	3 HRS.
Part A : Rise and Growth of Advertising			
Part B. Definition and Dimension of Public Relations			
Part C : Ethics in Public Relations and Advertising			
<b>PAPER V: (COMPULSORY)-DISSERTATION OR PRACTICAL WORK</b>	100	36	
<b>TOTAL Max. Marks</b>	<b>500</b>		

  
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 Syllabus for MA (JMC) Annual Scheme 2018-20

PAPER I-CONTEMPORARY INDIA AND COMMUNICATION MEDIA

Part A : Profile of Contemporary India

Salient features of the Indian Constitution. Parliament and State Legislative Assembly & Council. Electoral System. Strengthening of democracy, national integration, promotion of participant society. Centre-State Relations. Panchayati Raj. India's foreign policy, relations with neighbouring and other major countries. Indian Judicial System. Economic Development: Growth, GNP, removal of poverty and disparity in distribution of income; plan making, formulation & evaluation. Present State of agriculture and industry. Economic Reforms since 1991. Contemporary social, economic and political problems.

Part B : Introduction to Folk and Print Media

Folk Media : Traditional Media: Folk Dances, Folk Theatre, Folk Songs, Puppetry. Their importance in India, specially rural and tribal areas. Familiarity with some well-known folk media in India. Ways and means to keep them alive in the face of popularity of the electronic media. Print : Origin and development of the Indian press and Indian news agencies. The Indian press and freedom movement; Indian press : problems and prospects. Rise and growth of journalism in Rajasthan.

Part C : Introduction to Electronic and Film Media Radio/Television

A historical perspective. Emergence of AIR-commercial broadcasting-FM radio- state and private initiatives. Satellite and cable television in India. Films : Historical development of Hindi cinema-silent era-talkies-Indian cinema after Independence; parallel cinema, commercial cinema; political cinema; documentaries- issues and problems of Indian cinema. New Media : Development of new media; convergence-internet-web journalism.

Books Recommended :

1. India Year Book. Publications Division, New Delhi.
2. Kagzi, M.C.J. The Constitution of India, Metropolitan Book Company, Delhi.
3. Daily newspapers and current news and opinion periodicals.
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. Chatterjee, P.C., Broadcasting in India. Sage, New Delhi.
7. Parmar, Shyam, Traditional Folk Media in India. Geka Books, New Delhi.
8. Natarajan, J., History of Indian Journalism, Publications Division, New Delhi.
9. Parthasarathy, Rangaswami, Journalism in India. Sterling Publishers, New Delhi.
10. Kazmi, Nikhat, The Dream Merchants of Bollywood. UBS Publishers, New Delhi.
11. Gokulsing, K. Moti and Dissanayake, Wimal, Indian Popular Cinema (A Narrative of Cultural Change), Orient Longman Limited, New Delhi.
12. Valicha, Dr. Kishore, The Moving Image-A Study of Indian Cinema, Orient Longman Ltd., Bombay.
13. मिश्र, डॉ. कृष्ण बिहारी, हिन्दी पत्रकारिता, लोक भारती प्रकाशन, इलाहाबाद।
14. वैदिक, डॉ. वेद प्रताप (सम्पादक), हिन्दी पत्रकारिता - विविध आयाम, हिन्दी बुक सेन्टर, नई दिल्ली।
15. श्रीधर, विजयदत्त, समय भारतीय पत्रकारिता (1780-1900) लामचन्द प्रकाशन, इन्दौर।
16. शर्मा, डॉ. वी.एन., सवाक भारतीय हिन्दी फिल्मस : उद्भव विकास, राज पब्लिशिंग हाउस, दिल्ली

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**Part A : Reporting**

Definitions of News, news values, sources of news, news gathering; categories of reporters, special correspondents the reporter and his beat, reporter's qualities and responsibilities. Reporting for a news agency and reporting for a daily newspaper;

Essentials of news writing, news story structure, the inverted pyramid; importance and various kinds of leads.

Types of news stories; reporting weather, speeches, conventions seminars; press conferences: political events, elections, legislature, court proceedings; accidents, crimes; social, cultural and educational activities; sports, writing obituaries. Purpose, preparation and techniques of interviewing.

Interpretative, investigative and development reporting.

**Part B : Editing and Printing**

Organisation and operation of the newsroom of a daily newspaper and news agency, Need for editing, tools of editing; qualities and responsibilities of sub-editor, chief sub-editor, news editor and editor, sub-editing symbols.

Editorial page and opinion writing. Heading : various types and art of writing

Text-breakers and their use for dressing copy writing. Pictures: selection and editing, writing captions.

Design: Principles and functions of newspaper design, factors that influence design; mechanics of page make-up.

Brief history of printing. Printing types : their structure, design and classification, computerised photo type setting. Letterpress, Offset, Gravure. Recent technological innovations in composing, printing and production methods. Proof reading : symbols and importance.

**Part C : Feature Writing**

What is a Feature? A feature distinguished from a news story, a special article and an editorial. Types of features; importance of human interest and illustrations in features. Types of feature leads and their uses. Preparation of manuscript; feature syndicates; freelance writing. Writing reviews of books, films, theatre and music concerts.

Language proficiency; Developing writing skills-usages, common errors, newspaper lexicon, syntax.

**Books Recommended :**

1. Kamath, M.V., Professional Journalism. Vikas Publishing House, New Delhi.
2. Lewis, James., The Active Reporter. Press Institute of India, New Delhi.
3. Kamath, M.V., The Journalist's Handbook. Vikas Publishing House, New Delhi.
4. The Active Newsroom (IPJ Manual). International Press Institute, Zurich.
5. Gibson, Martin L., Editing in the Electronic Era. Prentice-Hall of India Pvt. Ltd., New Delhi.
6. Shrivastava, K.M., News Reporting & Editing, Sterling Publishers Pvt. Ltd., New Delhi.
7. Parthasarathy, Rangaswami, Basic Journalism, MacMillan India Ltd., New Delhi.
8. Nicholls, Brian., Features with Flair. Vikas Publishing House, New Delhi.
9. चतुर्वेदी, प्रेमनाथ, फीचर लेखन, प्रकाशन विभाग, दिल्ली।
10. राजेन्द्र, संवाद और संवाददाता, हरियाणा हिन्दी ग्रन्थ अकादमी, चण्डीगढ़।
11. कोठारी, गुलाब, फोटो पत्रकारिता, पंचशील प्रकाशन, जयपुर।
12. त्रिखा, डॉ. नन्दकिशोर, समाचार संकलन और लेखन, उत्तर प्रदेश हिन्दी संस्थान, लखनऊ।
13. लिङ्गबड़े, मुद्रण सामग्री प्रौद्योगिकी, मध्य प्रदेश हिन्दी ग्रन्थ अकादमी, भोपाल।
14. शर्मा देवदत्त, शर्मा विनोद कुमार, मुद्रण एवं सज्जा, राजस्थान हिन्दी ग्रन्थ अकादमी, जोधपुर।
15. ओझा प्रफुल्लचन्द्र, मुद्रण परिचय, बिहार हिन्दी ग्रन्थ अकादमी, पटना।

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## PAPER III-AUDIO-VISUAL COMMUNICATION

### Part A : Audio-Visual Media : A General Appraisal

World systems of broadcasting; organization and operations of All India Radio, Doordarshan, Prasar Bharti. An appraisal of Cable network and major News Channels in India. Important recommendations of the various committees on broadcasting and broadcasting codes for Radio and Television.

### Part B : Craft of Writing for Various Genres

Radio: General principles of writing for radio, editing scripts and tapes.

Radio News: writing and editing, characteristics, comparison with news in print media, basics of news reading. Radio report, newsreel, talk, interview, discussion and feature. Special audience programmes, commercial and external services.

Television: General principles of writing for TV; writing and editing news, basics of news reading. TV report, interview, discussion and documentary.

### Part C : Object & Impact of Electronic Media

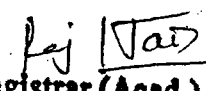
Film : Important government film organisations, film censorship.

Use of Radio and TV for education and development, social and cultural implications of domestic and foreign satellite channels.

Audience research.

### Books Recommended :

1. Chatterjee, P.C., Broadcasting in India, Sage, New Delhi.
2. Luthra, H.R., Indian Broadcasting, Publications Division, Govt. of India, New Delhi.
3. Bhatt, S.C., Broadcast Journalism: Basic Principles, Har-Anand Publications, New Delhi.
4. Barua, U.L., This is All India Radio, Publications Division, New Delhi.
5. Jain, S.P., Art of Broadcasting, Intellectual Publishing House, New Delhi.
6. Singh, Chandrakant P., Before the Headlines : A Hand Book of Television Journalism, MacMillan India Ltd., Delhi.
7. Shrivastava, K.M., Radio and TV Journalism, Sterling Publishers Pvt. Ltd., New Delhi.
8. Saxena, Gopal, Television in India, Vikas Publishing House, New Delhi.
9. Acharya, R.N., Television in India, Manas Publication, Delhi.
10. French, David and Michael Richard (Eds.), Contemporary Television, Eastern Perspective, Sage, New Delhi.
11. Ninan, Sevanti., Through the Magic Window: Television and Change in India, Penguin Books, New Delhi.
12. Chatterji, P.C., Broadcasting in India, Sage, New Delhi.
13. Dahlgren, Peter, Television and the Public Sphere: Citizenship, Democracy and the Media, Sage, London.
14. गंगाधर, मधुकर, रेडियो लेखन, बिहार हिन्दी ग्रन्थ अकादमी, पटना।
15. विश्वकर्मा, रासबिहारी, आकाशवाणी, प्रकाशन विभाग, दिल्ली।
16. चतुर्वेदी, रामनाथ प्रसारण के लिए समाचार लेखन।
17. मंजुल, मुरली मनोहर, प्रसारण की विविध विधाएं, साहित्य संगम, इलाहाबाद।

  
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**Part A : Media Management**

Principles of Management practices in media industry- Different types of newspaper ownership patterns in India, FDI. Organisational pattern of a daily newspaper and magazine, functioning of editorial, business and printing departments, inter-relationship and coordination among them. Organizational structure of AIR & Doordarshan and private TV & Radio Channels in India, News Agencies of India- Structure and function, Cross media ownership. Newspaper economics, circulation and advertising as sources of revenue. Newspaper as an industry and as a public forum. Problems of small newspapers. Measures for the press to cope with the challenges from electronic media and internet. Introduction to major Indian professional organisations of media : IAS, ABC, Editor's Guild of India, AINPEC, IFWJ, NUJ. Advertorial and Impact features

**Part B : Media Laws**

History of press laws in India. Freedom of speech and expression and their limits; Parliamentary privileges, Contempt of court. Law of defamation. Relevant provisions of Indian Penal Code with reference of sedition, crime against women and children; laws dealing with obscenity; Official Secrets Act, 1923. Freedom of Information Act and Right to Information. Press and Registration of Books Act, 1867. Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955. Copyright Act. Press Council Act. Indecent Representation of Women Act. Cable Television Act, Information Technology Act, Drugs and Magic Remedies Act.

**Part C : Ethics**

Media : Ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; role of press and/or media councils and press ombudsmen-Press Council of India and its broad guidelines for the press-codes suggested for the press by Press Council and Press Commissions and other professional organizations, Guidelines of media.

Accountability and independence of media.

**Books Recommended :**

1. Reports of the First Press Commission (1954) and the Second Press Commission (1982).
2. Report of the Enquiry Committee on Small Newspaper (1965).
3. Kothari, Gulab, Newspaper Management in India. Intercultural Open University, The Netherlands.
4. Sindhvani, Trilok N., Newspaper Economics and Management. Ankur Publishing House, New Delhi.
5. Mathur, B.S., Principles of Management. National Publishing House, New Delhi.
6. Basu, Durga Das, The Law of the Press in India. Prentice-Hall of India, New Delhi.
7. Kagzi, M.C.J., The Constitution of India. Metropolitan Book Co., Delhi.
8. Sorabji, Soli J., Law of Press Censorship in India. H.M. Tripathi Pvt. Ltd., Bombay.
9. Radhakrishnamurti, Baddepudi., Indian Press Laws. Indian Law House, Guntur.
10. Report of the Second Press Commission (1982), Govt. of India, Publications Division.
11. Noorani, A.G. (Ed.), Freedom of the Press in India. Nachiketa Publications Ltd., Bombay.
12. Grover, A.N., Press and the Law, Vikas Publishing House Pvt. Ltd, New Delhi.
13. Nordenstreng, Kaarle and Hifti Topuz (Eds.). Journalist: Status, Rights and Responsibilities. International Organization of Journalists, Prague.
14. पाण्डेय, अरुण, हमारा लोकतंत्र और जानने का अधिकार, वाणी प्रकाशन, नई दिल्ली।
15. त्रिखा, डॉ. नन्दकिशोर, प्रेस विधि, विश्वविद्यालय प्रकाशन, वाराणसी।
16. कोठारी गुलाब, समाचार-पत्र प्रबंधन, माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता विश्वविद्यालय, भोपाल।
17. जैन, सुकुमाल, भारती समाचार-पत्रों का संगठन और प्रबंध, मध्य प्रदेश हिन्दी ग्रन्थ अकादमी, भोपाल।

*Raj Vain*  
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7

**PAPER I-DEVELOPMENT COMMUNICATION AND SCIENCE COMMUNICATION**

**Part A : Development Communication : Concepts & Evolution**

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. NITI Ayog.

Approach to development : Basic need, Integrated development, Local organisations, Self development, Participatory development. Role of Communication in Development.

Development Communication: Concept and process, Dominant, Dependency & Participatory Models of Communication.

**Part B : Role and Responsibilities of Development 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.

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

Problems of Rural Development - Role of various government agencies

**Part C : Science Communication**

Evolution of Science and Technology in India, Popularising Science and Technology: Methods and Problems. Promoting scientific outlook and using science and technology for social change.

Training for science and technology communicators, science writing, producing science programmes for radio and television, communicating science to rural audiences.

**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,
7. Rao, B.S.S., Television for Rural Development. Concept Publishers, New Delhi.
8. Gupta, V.S., Communication and Development, Concept Publishing Co. New Delhi.
9. Gupta, V.S. and Singh, Ranjit (Ed.), Communication Planning for Socioeconomic Development, Har Anand Publication, New Delhi.
10. Dua, M.R. and Gupta, V.S., Media and Development, Har Anand Publication, New Delhi
11. Vilanilam, J.V., Science Communication and Development through Media, Sage Publication,
12. Kuppaswamy, B. Communication and Social Development in India. Sterling Publishers, New Delhi.
13. पटैरिया, डॉ. मनोज, हिन्दी विज्ञान पत्रकारिता, तक्षशिला प्रकाशन, नई दिल्ली।
14. पटैरिया, डॉ. मनोज, विज्ञान संचार, तक्षशिला प्रकाशन, नई दिल्ली।
15. उपाध्याय, डॉ. अनिल, पत्रकारिता एवं विकास संचार, विजय प्रकाशन मन्दिर, वाराणसी।

Raj (Tou)  
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## PAPER II-COMMUNICATION RESEARCH

### Part A

Introduction : The Meaning of Research and the Scientific Method, Characteristics of Research and the Development of Mass Media Research, Classification of Research

The Elements of Research : Concepts, Constructs, Hypotheses/Research Questions and Instrumentation, Variables, Measurement, Scales

### Part B

Major Communication Research Methods : Experimental Research, Survey Research, Content Analysis, Case study, Observational Research, in-depth Interview and Focus Group Discussion

Sampling : Meaning and Types of Sampling Population and Sample, Sample Size and Sampling Error

### Part C

Areas of Mass Communication Research : Print Media Research, Electronic Media Research, Public Relations Research, Advertising Research, Media Effects Research

The Research Procedure : The Research Proposal and Report writing

### Books Recommended :

1. Stempel, Guide H. and Bruce Westley, Research Methods in Mass Communication, Prentice-Hall, New Jersey.
2. Berger, Arthur Asa, Media Research Techniques. Sage, London, New Delhi.
3. Das, G., Social Survey and Research. Mann Enterprises, Delhi.
4. Emmert, Philip and William D. Brooks (Eds.), Methods of Research in Communication. Houghton Mifflin Co., Boston.
5. Backstrom, Charles H. and Gerald D. Hursh, Survey Research. Northwestern University Press, Illinois.
6. Wilkinson, T.S. and Bhandarkar, P.L. Methodology and Techniques of Social Research. Himalaya Publishing House, Bombay.
7. Lowery, Shearon A. and Melvin L. DeFleur, Milestones in Mass Communication Research. Longman, New York, London.
8. Bedekar, V.H., How to Write Assignment Research Papers Dissertations and Thesis. Karak Publications, New Delhi.
9. Ahuja, Ram, Research Methods, Rawat Publication, Jaipur.
10. Kothari, C.R., Research Methodology Methods & Techniques, Wiley Eastern Limited, New Delhi.
11. Aggrawal, Y.P., Statistical Methods: Concepts, Applications and Computations. Sterling Publishers, New Delhi.
12. शर्मा, वीरेन्द्र प्रकाश, रिसर्च मॅथेडोलॉजी, पंचशील प्रकाशन, जयपुर।

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## PAPER III-THEORIES OF COMMUNICATION

### Part A : Communication : Concepts and its Models

Communication: Definitions, meaning and scope, elements and process, functions. Types of communication: Verbal and Non-verbal; Intrapersonal, Interpersonal, Group and Mass Communication, Public Opinion and Propaganda.

### Part B : Traditional Communication : Theories and Approach

Communication models of Harold Lasswell, Shannon & Weaver, Charles Osgood, Wilbur Schramm, George Gerbner, Newcomb, Westley & MacLean.

Psychological Theories : Concepts of Selective Exposure, Selective Perception and Selective Retention.

Sociological Theories : Cultivation, Agenda-Setting, Uses and Gratification, Spiral of Silence, Media System Dependency.

Normative Media Theories: Authoritarian, Libertarian, Communist, Social Responsibility. Marshall McLuhan's approach.

### Part C : Modern Scientific Theories

Theories: Bullet, Balance : Congruity and Cognitive Dissonance. Personal Influence Theories : Two-step Flow and Multi-step Flow.

Social Scientific Theories: Mass Society, Marxist and Structural-Functional.

#### Books Recommended :

1. MaQuail, Denis., Mass Communication Theory: An Introduction. Sage, London.
2. DeFleur, M.L. and S. Ball-Rokeach., Theories of Communication. Longman, New York.
3. McQuail, Denis and Windhl. Communication Models for the Study of Mass Communication. Longman, London.
4. Werner, Severin J. and Tankard W. James., Communication Theories. Origin, Methods, Uses. Longman, London.
5. Barnlund, Dean., Interpersonal Communication: Surveys and Studies. Houghton Mifflin Co., Boston.
6. DeVito, Joseph A., Communication: Concepts and Process. Prentice-Hall, New Jersey.
7. MacLuhan, Marshall., Understanding Media. Routledge & Kegan Paul, London.
8. Agee, Warren K. Ault Phillip H., Introduction to Mass Communication, Oxford & IBH Publishing Co., New Delhi.
9. Yadava, J.S., Mathur, Pradeep, Issues in Mass Communication - The Basic Concepts, Kanishka Publishers, Distributors New Delhi.
10. Gupta, B.R., Mass Communication & Development, Vishwavidyalaya Prakashan, Varanasi.
11. Murphy, Robert D., Mass Communication and Human Interaction. Houghton Mifflin Co., Boston.
12. सिंह, डॉ. श्रीकान्त, संप्रेषण : प्रतिरूप एवं सिद्धान्त, भारती पब्लिशर्स एण्ड डिस्ट्रीब्यूटर्स, फेजाबाद।
13. सिंह, ओम प्रकाश, संसार के मूल सिद्धान्त, क्लासिकल पब्लिशिंग कम्पनी, नई दिल्ली।

Raj / Tan  
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PAPER IV-ADVERTISING AND PUBLIC RELATIONS

Part A : Rise and Growth of Advertising

Advertising : Definition, advertising vis-à-vis publicity, public relations and marketing; brief history of advertising in India.

Classification of advertising, types of advertising, factors affecting media decision. Concept of scheduling. Media strategies and tactics. Advertising appeals.

Advertising Agency: Structure, functions and organisation. Measurement of Advertising effectiveness-objectives and techniques. ; Preparation of Ad copy. Principles of Ad. design, stages of layout.

Part B : Definition and Dimension of Public Relations

Public Relations: Definition, objectives; brief history of public relations in India. Organisation and working of PR departments in government (central and state), public sector undertakings, private sector, educational institutions, hospitals, NGOs. ; PR publics-external and internal.

PR campaign-Press releases, press conferences, conducting of tours.

Tools of PR; Media Relations, Event Management, House Journal. Qualities of PR personnel. PR in crisis management.

Part C : Ethics in PR and Advertising

Ethics of Public Relations.

Economic and Social effects of advertising. Ethics in Advertising.

Books Recommended :

1. Sengupta, Subroto, Brand Positioning. Tata McGraw-Hill Publishing Co., New Delhi.
2. Rege, G.M., Advertising Art and Ideas. Kareer Institute, Bombay.
3. Oglivy, David, The Unpublished David Oglivy. Sidgwick & Johnson, London.
4. Harrison, Tony (Ed.), A Handbook of Advertising Techniques. Kogan Page, London.
5. Cutlip, Scott M. and Allen H. Center, Effective Public Relations. Prentice-Hall, New Jersey.
6. Sahai, Baldeo, Public Relations. Standing Conference of Public Enterprises, New Delhi.
7. Broom, Glen and David Dozier, Using Research in Public Relations. Prentice-Hall, New Jersey.
8. Oxley, Harold, The Principles of Public Relations. Kogan Page, London.
9. Basu, Anil, Public Relations: Problems and Prospects, Space Age Publications, New Delhi.
10. Mehta, D.S., Handbook of Public Relations, Allied Publishers, New Delhi.
11. Jethwaney, Jaishri N., Public Relations : Concepts, Strategies, Sterling Publishers Pvt Ltd, New Delhi.
12. त्रिवेदी, सुशील एवं शुक्ला, शशिकान्त, जनसम्पर्क : सिद्धान्त एवं व्यवहार, मध्य प्रदेश हिन्दी ग्रन्थ अकादमी।
13. यादव, नरेन्द्र सिंह, विज्ञापन तकनीक एवं सिद्धान्त, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर

Paper V (Compulsory)-Dissertation OR Practical Work

The Dissertation/Practical Work is required to be submitted at least thirty days before the commencement of the final second year examination. Those students who fail to do so will not be allowed to appear in the examination.

Students will be required to submit a Dissertation on a communication-related topic after conducting research under the guidance of a faculty member and with the approval of the Head of the Department/College/Institute. The Dissertation shall be examined for 100 marks.

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Syllabus for MA (MAC) Annual Scheme, 2018-20